

Kelvinator Executives Canvass As Salesmen's 'Crusade' Opens

(Concluded from Page 1, Column 3)
competitive as well as those of Nash-Kelvinator, wear lapel buttons featuring the emblem. These include, besides appliance salesmen, automobile salesmen, department store and grocery clerks, filling station attendants, hotel bellhops, telephone company employees, etc.

This morning's send-off breakfast meeting, guests at which included 400 Kelvinator dealers and salesmen from points throughout Iowa and Nebraska, was chairmaned by C. L. Carper, president of the Sides Co., Lincoln's Kelvinator distributor.

Terming the occasion a history-making event, and calling attention to the fact that Nebraska, "America's 'White Spot,'" and a "white moment," the time for action, were being brought together in the National Salesmen's Crusade, Mr. Carper introduced Mayor Copeland, who extended the city's welcome.

BURRITT IS KEYNOTER

It was Mr. Burritt, however, who set the keynote of the crusade when he said that Kelvinator was launching this campaign in the belief that the salesmen of America have the power to return prosperity.

In his talk, Mr. Burritt pointed out that, while he had been introduced as vice president in charge of sales for Kelvinator, he was present today as a salesman—and proud of that title.

"Throughout the years," Mr. Burritt said, "the salesman has occupied a position of constantly increasing importance in our national life."

"He has raised the American standard of living to a point high above that of any other nation. His energy and initiative and enthusiasm have created new needs and new desires to own the products made by other men."

SALESMAN'S CONTRIBUTION

"Nor has the American salesman stopped with the creating of these desires to own. He has at the same time provided the means for satisfying these desires."

"This has been accomplished in two ways: First, by creating a volume demand for certain commodities, he has lowered their production cost to a point that has brought them within the reach of the millions.

"The second way in which the salesman provides the means for satisfying the demands which he creates is in providing the employment which furnishes a market for all the countless products of farm and factory."

"Selling New England muslin in California, he provides a market for California fruit in Massachusetts. The motor car sold in Lincoln provides employment in Michigan for the workman who consumes the products of Nebraska's farms."

RESULTS OF A SALE

"Nor is that all. Take one of our own products—an electric refrigerator: A serious study of the number of people whose employment is affected by the sale of a refrigerator would read like a romance. Such a study would include the salesman who sold it, the truck operators who moved it along its road from factory to owner, every railway employee whose salary or wage is dependent upon the movement of freight, and our own factory workers."

"And behind them a great army of men engaged in furnishing the materials that go into the product. The tin and chromium and iron and copper miners; the makers of porcelain and steel and copper wire. The growers of the vegetable products from which insulating materials are formed; the workers in rubber plants; the lumberjacks who fell the trees and the saw-mill operators who prepare the lumber for crates. When a salesman closes a single sale he sets in motion a long procession of effects touching the lives of hundreds—thousands, possibly—of other people."

"It is in this latter phase of the salesmen's work that we as a nation are particularly interested today."

"National prosperity depends primarily upon the return to useful and gainful employment of our unemployed, and the restoration of their purchasing power."

"Putting these men back to work is, in turn, dependent upon the ability and willingness of the public to purchase the products of our farms and factories."

"Though undoubtedly impaired in some cases, the ability to buy still exists with the vast majority of our citizens. Though millions are unemployed, many more millions are at work."

MUST SELL MORE

"The first step in the reabsorption of the unemployed by industry is the sale in increased quantities of our farm and factory products to those who are at work. This will create employment, and with the restoration of buying power to these men now unemployed we can expect a constantly accelerated increase in demand for and consumption of the products of human effort."

"The first job ahead is, as we see it, the responsibility of the American salesman rather than of the statesman or financier."

"The salesman's task is to strengthen old and create new desires for these products to a point where the desires outweigh the fears that have prevented people from satisfying their normal needs."

"The retail dealers, the salesmen in our cities and towns and villages, have a great part to play in dealing with our national economic situation. They can quicken the processes of re-employment and lasting recovery. And so today we inaugurate the National Salesmen's Crusade."

"No matter what they are selling, the salesmen enlisting in this cause will need help in their task. The greatest help that can be accorded them will be a recognition on the part of the public of the basic importance of their work. They should be received not only as businessmen engaged in their legitimate and normal occupation, but also with an understanding that the prosperity of the nation is dependent upon the success of their efforts."

Introduced next by Chairman Carper, Gov. Roy Cochran of Nebraska, in endorsing the spirit, principles, and objective of the National Salesmen's Crusade, thanked Nash-Kelvinator executives for selecting Nebraska as the state in which to inaugurate the campaign.

GOVERNOR LAUDS MOVE

The governor drew a parallel between the crusade as a practical, common-sense approach to a national problem and the practical, common-sense methods that have made Nebraska America's "White Spot." He translated the campaign slogan, "Sales Mean Jobs," into terms of benefits for Nebraska's citizens.

Mr. Carper next turned the meeting over to consideration of Kelvinator selling, introducing Ralph C. Cameron, manager of Kelvinator household appliance sales, who talked on the application of the plan by Kelvinator salesmen, and showed the "10-Call-A-Day" film, basis of the intensive selling effort during the drive.

Introduced as "the man who had the idea" for the National Salesmen's Crusade, Nash-Kelvinator President George W. Mason sounded the call to action, and announced that he was ready to put the "10-call-a-day" plan into effect for himself during the drive.

"Mr. Burritt has talked of the ideas behind the National Salesmen's Crusade," Mr. Mason said. "Mr. Cameron has explained the working program. Now I believe we are ready for action—for the translation of an idea into results."

"We are facing a lot of hard work. To make 10 honest, sincere sales presentations of any product today and every day is hard work. But I believe this work will be repaid by the consciousness that our success will serve as a guide to other organizations within our own industry, and to other industries."

"And if a great spiral of constantly expanding effort can be unwound from Lincoln as a starting point, we shall be doubly repaid in knowing that we have pioneered a movement of benefit to the nation."

"I must confess that I do not face the prospect of going out and making 10 sales calls with any great degree of pleasure. I'm afraid that

too many of you folks have me out-classed as a salesman. On the other hand, I can't suggest that you do something unless I'm willing to do it myself."

"So, Mr. Carper, give me 10 prospect cards, and tell me which direction I go to get the first one. I'm ready to ring door bells."

DISTRIBUTOR'S PART

Mr. Carper then pledged the support of himself and the whole Sides Co. organization in the campaign. He called for a show of hands, which indicated that every salesman present was willing to follow Mr. Mason's leadership in this program.

He then called on Mr. Burritt, who closed the meeting with reports of pledges of Kelvinator factory men and district managers.

As a warm-up for today's send-off meeting, a mass meeting of Lincoln's entire sales personnel was held last night in the auditorium of the Lincoln high school. Sponsored by both the junior and senior divisions of Lincoln's chamber of commerce, the meeting was an overflow affair, with employers and employees alike represented.

Speakers at the meeting were Kelvinator Household Appliance Sales Manager Cameron and Sam C. Mitchell, director of Kelvinator advertising and sales promotion.

Nash-Kelvinator people who went to Lincoln early to lay the groundwork for the test campaign included, in addition to Mr. Cameron and Mr. Mitchell, W. E. Saylor, Kelvinator sales promotion manager; John Caron and Truman Steinko of Kelvinator's advertising department; Fred G. Hulburd, assistant to the household

appliance sales manager; and the following regional sales managers: H. A. Dahl, Chicago; Keith Saunders, New York City; John Crossin, Detroit; George M. Jensen, Atlanta; and Harry C. Mealey, San Francisco. District Sales Manager J. J. O'Neill, New York City, also was in the advance crew.

Others in the group handling the pre-planning for the drive were George Stevens, director of appliance sales for Allied Stores Corp., New York City, of which Rudge & Guenzel Co., Lincoln department store and Kelvinator dealership, is a member; E. L. Trifitt, Detroit, account executive of Geyer, Cornell & Newell, Nash-Kelvinator advertising agency; Fred L. Shaw, Detroit publicity director, and Stanley W. Tobin, New York City publicity director.

Hayter Named Chief Engineer Of Oil Devices, Inc.

COLUMBUS, Ohio—Bruce Hayter, heating engineer, has resigned his position with American Radiator Co. to become chief engineer of Oil Devices, Inc. here.

During the last four years, Mr. Hayter has served as chief engineer of the Institute of Thermal Research.

In his work for Oil Devices, the sales-engineering organization for Breese Burners, Inc., Mr. Hayter will spend a portion of his time in the firm's research and experimental laboratory at Santa Fe, N. M.

At the Columbus offices of Oil Devices, Mr. Hayter will be associated with J. G. Gilmore and C. R. Gilmore, executives of the sales-engineering department.

24-Month Refrigerator Credit Terms Urged By Denver Group

DENVER—Maximum instalment terms of 24 months on electric refrigerators, 18 months on ranges and stoves, and 12 months on radios and washing machines are recommended by the Retail Credit Men's Association of Denver in a letter to members concerning the instalment buying situation here and elsewhere.

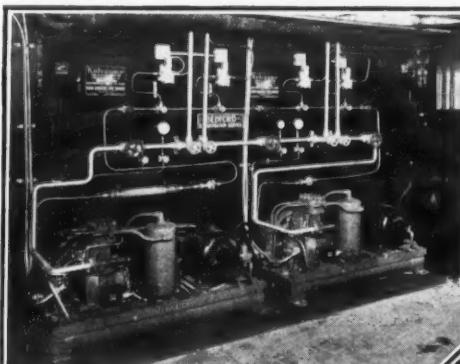
In the letter, described as an "editorial" concerning the current credit selling situation, Charles M. Reed, general manager of the association, emphasizes "the wisdom of taking immediate steps to curtail the instalment situation in Denver, to the extent of shortening terms, raising down payments, and eliminating from our advertising any copy which may be interpreted by the consumer as assurance on the part of the advertiser that the consumer may make his own terms as to down payments (if any), and as to the length of time he may consume in completing his contract."

"It is not the policy of this association ever to attempt to dictate to its members," the letter continues, "the manner in which they shall operate their respective businesses."

"However, at this time, business in general is confronted with a condition which, if not properly handled, may result in an unsound credit situation. We refer to the instalment situation, particularly as it may apply to the selling of major appliances, durable or hard merchandise."

Controlled

BANANA RIPENING with . . .

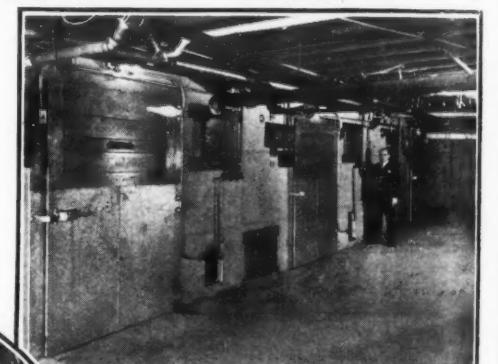


↑ Kelvinator Refrigeration Unit
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**BEDFORD REFRIGERATION
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Brooklyn, N.Y.

Valves - **hp** Solenoid
Purchased through
**PERRY METAL PRODUCTS
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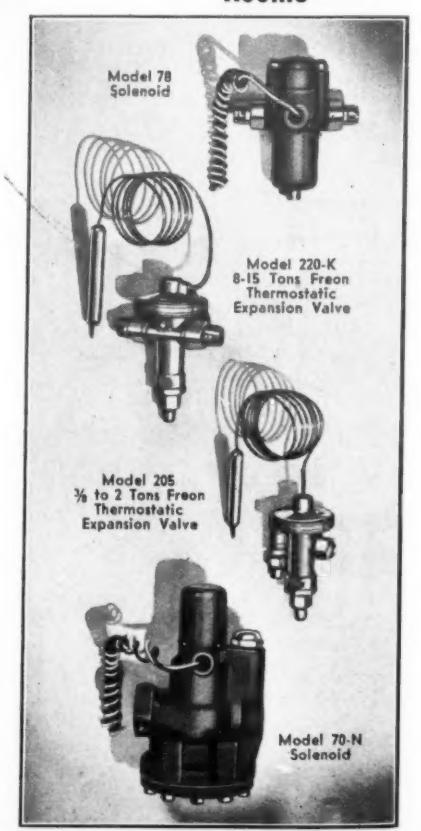


VALVES



↑ One of the
Banana Conditioning and
Ripening Rooms of
SMILEN BROS.
Brooklyn, N.Y.

A "Battery" of SMILEN
Banana Ripening
Rooms



Ripening Bananas is a test for any Air Conditioning Equipment. The need for constant and exact temperature and humidity, without fluctuations, demands much of control equipment. Here A-P Valves are doing the job to the complete satisfaction of the owner and installing and service engineers.

The ability of A-P Valves to react to small temperature changes—to assure positive opening and closing—to provide leak-proof service-free operation over a long period of use has given them a reputation that forces demand for every responsible installation.

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2450 NORTH THIRTY-SECOND STREET
WISCONSIN

DEPENDABLE

THE BYWORD FOR A-P VALVES

Air Conditioning & Refrigeration News

The Newspaper of the Industry

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THE COLD CANVASS

By B. T. Umor

The Sports Page

Powell Crosley, Jr., owns the Cincinnati Reds, in addition to radio station WLW (world's most powerful), and his prosperous appliance manufacturing business.

For the last two years he has sadly watched his baseball club take the dust of the other teams in the National League, while the Reds languished in the cellar.

But this year, Graham, the story is different.

At the present writing, the Reds are in third place, having just gone into New York and clubbed the bejeezus out of the league-leading Giants. In addition to a hustling infield and a slugging catcher, Powell has the prize rookie of the season, Outfielder Ival Goodman, who is leading the league with 10 home runs. He also has the two best young pitchers in the league, Paul Derringer and Johnny Vandermeer.

The effect on the Crosley organization has been nothing short of electric. Everybody connected with the Shelvador sales force is going around with an I-can-lick-the-world expression on his face.

And if the success of the Reds fires the Crosley force as much as Mickey Cochrane's pennant-winning Tigers fired the business men of Detroit in darkest 1934, Shelvador should really climb in the industry's batting average column this season.

Jack Dempsey, who unexpectedly graced the opening of the National Salesman's Crusade in Lincoln, Neb., told the boys to lay it on the line for Max Schmeling against Joe Louis.

Detroits in-the-know will tell you the same thing. They say that Joe is his own best customer at his Chicken Shack here in what is known as Lewisgrad on the Russian maps.

Those who have seen him down three or four fried chickens at a sitting, garnished with a dozen po'k chops and washed down with a pitcher of cream, believe that Joe is eating himself right out of the league.

But he still can hit.

Incidentally, Dempsey picked up a "Sales Mean Jobs" button and joined the National Salesman's Crusade by going out and making 10 calls himself—on Lincoln dealers for his new brand of whiskey.

C. L. Carper, general manager of the Sidles Co. in Lincoln (for 18 years a Kelvinator distributor) has a son who is 6 feet 2 inches tall and weighs 189 pounds. For the last three years he has played left end on the Culver Military Academy team.

Mr. Carper declares that he finally induced his boy to enroll at the University of Nebraska, although he had quite a struggle to pull him away from the University of Michigan recruiting agents.

Hence when the News editor introduced Mr. Carper to Glenn Friesell, new assistant coach at Nebraska, both were happy. And both gentlemen say to put your money on Nebraska to win the national football championship in 1939.

A good many Kansas City refrigeration men don't care much whether there's a recession or not.

It seems that there's a horse by the name of Lawrin which is a Kansas City product, and which won the Kentucky Derby.

Now Kansas City has never been known as much of a racehorse breeding town, and Lawrin was sniffed at by experts. But Kansas City men knew what he could do.

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Govt. Publishes Data On Cities' Water Supply

Survey, Covering Towns of 20,000 and Up, Valuable To Refrigeration Industry

WASHINGTON, D. C.—Statistics and comments on the available water supply in cities in the United States having a population of 20,000 or more, which should prove valuable as reference material to all those interested in the promotion or regulation of air-conditioning installations, are contained in a survey just completed by the Bureau of Foreign & Domestic Commerce of the Department of Commerce.

No. 17 in the Market Research Series, the survey, titled "Effect of City Water and Sewerage Facilities on Industrial Market, and Their Relation to the Market for Air-Conditioning Equipment," was compiled by O. C. Holloman, chief of the industrial marketing unit of the bureau's marketing research division.

The report, which covers 434 cities, should prove especially valuable to the air-conditioning industry in enabling manufacturers of equipment to recognize certain cities in which particular types of equipment cannot be sold, regardless of the effort used, and where other types should find a rich market.

There are a number of cities, the report shows, wherein the available supply of water is barely equal to

(Concluded on Page 2, Column 5)

Air Control Seen as Nervous Disease Cure

HOT SPRINGS, Va.—High blood pressure and nervous and mental diseases keep pace with the steadily swelling volume of city noise and have become a recognized public health problem of increasing gravity, Dr. A. G. Young, director of the Corey Hill hospital, Brookline, Mass., told the recent annual meeting of the Air Conditioning Manufacturers' Association here.

"Man's nervous system was not

(Concluded on Page 2, Column 1)

Conditioner Dealers In Indianapolis Organize

INDIANAPOLIS—Air-conditioning contractors, equipment manufacturers' representatives, and public utility engineers form the membership of the recently organized Air Conditioning Council of Indianapolis.

Purpose of the council is to promote an increased interest in air conditioning on the part of prospective users, and to develop a more friendly relationship between user, contractor, and manufacturer by establishing uniformity in trade practices.

Officers of the council include W. F. Frieje, refrigeration engineer for Hayes Brothers, Inc., chairman; J. S. Milligan, president of Milligan Oil Burner Co., Inc., vice chairman; and E. S. Hildreth, promotional engineer for Indianapolis Power & Light Co., secretary-treasurer.

Plumbers Meeting Exhibit To Feature Conditioning

CLEVELAND—Air-conditioning equipment will be a feature of the Home Comfort Exposition to be held June 6 to 9 in Public Hall here. The exposition will be held in conjunction with the fifty-sixth annual convention of the National Association of Master Plumbers.

Distributors Given Task Of Enforcing Kansas City Code

KANSAS CITY, Mo.—Distributors are being held responsible for keeping their dealers in line in the 1938 "anti-chiseling" campaign being conducted in the electrical appliance business of greater Kansas City, reports G. W. Weston, secretary of the Electric Association of Kansas City.

Complaint records on dealers are presented to the distributors by the Merchants' Shopping Bureau, and the distributors are required to adjust matters with those dealers who are violating fair trade practice agreements.

Dealers in turn are obliged to take care of their own salesmen, and assure them that they will be backed up in statements to prospects to the effect that there are no special discounts, that old ice boxes are not worth a trade-in allowance, that there is no need to "shop around" because dealers are cooperating on

(Concluded on Page 2, Column 5)

Refrigerator Drive Opened In England

LONDON, England—With its goal the placing of 500,000 more electric refrigerators in British homes, the Electrical Development Association, in cooperation with 11 leading refrigerator manufacturers, has opened an intensive campaign which has as a feature the offering of a "food safety thermometer" to homes which do not now have refrigerators.

A set of standards for the guidance of electric refrigerator dealers and purchasers also has been formulated by the Domestic Refrigeration Standardization Committee, and is being given wide publicity in connection with the sales drive. Efforts of the committee are being centered at present on improving construction of refrigerators offered for sale in Great Britain.

Members of the committee are:

(Concluded on Page 2, Column 2)

Mason Sets Example



George W. Mason, president, Nash-Kelvinator Corp., does a bit of "doorbell pushing" as he opened the National Salesman's Crusade last Wednesday (May 18) in Lincoln, Neb. Mr. Mason made 14 calls on his "cold canvassing" tour, lined up three "hot" prospects.

Sale In Every 10 Calls Results As Salesman's Crusade Opens

Oklahoma City Sales Of Conditioners Up 113% In Tonnage Over '37

Other Companies Join With Kelvinator On Plan That Goes National June 6

OKLAHOMA CITY, Okla.—Air conditioning in Oklahoma City, measured in terms of cooling capacity, this year is running 113% ahead of 1937, according to Earle W. Gray, head of the air-conditioning department of Oklahoma Gas & Electric Co. This gain compared with a 25% increase for all of 1937 over the previous year.

"With four more major stores now installing equipment, Main Street will truly be 'Comfort Street' this summer," Mr. Gray declared. "The residential field, too, has kept pace, with 60 additional home owners installing either summer or year-around air conditioning last year."

Touching upon unwillingness of some prospective commercial firms to investigate thoroughly air conditioning, making sales work in some cases difficult, Mr. Gray said:

"In spite of the satisfaction expressed by the owners of air conditioning and the appreciation shown by their customers, there are still those who say that they will wait until air conditioning is perfected. They seem to think that some unexpected development will revolutionize the industry over-night, make all present equipment obsolete and cut costs to a small fraction of those now prevailing.

"These individuals undoubtedly have a misconception of the age of air conditioning. They are not aware that the first air-conditioning installations were made more than 30 years ago, that an important installation was made in Oklahoma City in 1925, and that none of the basic elements of an air-conditioning system are new or untried.

"True, improvements will be made, but why should the business man or householder deny himself the benefit of today's equipment?"

According to Advertising Director Sam Mitchell, 43% of these calls were strictly cold canvass, in which salesmen rang doorbells of houses located between the addresses of those whose names had already been listed by the local Kelvinator organization as prospects.

In addition, President C. L. Carper of the Sidles Co., Kelvinator distributor for the last 18 years in Lincoln, was kept busy taking care of out-state dealers who came in to witness the opening of the campaign, and remained to leave orders and assurances that the drive would get under way at once in their towns.

Among the larger deals which got under way with the impetus of the Kelvinator executives' push was a big apartment house installation, engineered by H. W. "Hike" Newell, vice president of Geyer-Cornell-Newell, and a commercial job at the University of Nebraska, opened up by Ralph Cameron, Kelvinator general sales manager.

Tucking his sample case under his arm, President Mason waved away names and addresses of 10 prospects

(Concluded on Page 6, Column 3)

Krich-Radisco Finds Cooperation a Cure For Depression Ills

NEWARK, N. J.—A program of complete inter-departmental coordination inaugurated this year by Krich-Radisco, Inc., Kelvinator and RCA-Victor distributor here, backed up by intensive merchandising efforts, has enabled the company to produce a sales volume during the first four months of 1938 considerably greater than that of the corresponding 1937 period, officials of the company claim.

The company started out in 1938 with a very definitely aggressive merchandising campaign designed to increase the business of all departments.

Krich-Radisco's Kelvinator division, under direction of Paul R. Krich, vice president in charge of sales, made a drive for new and better accounts. Forty such accounts were secured.

Merchandising plans were taken direct to dealers by David Wagman, merchandising manager. The company cooperated with dealers in showroom and window displays. Miss Elizabeth Wright, home economist,

(Concluded on Page 2, Column 1)

Medical Authority Speaks To ACMA On 'Health Value' Of Conditioner

(Concluded from Page 1, Column 2) designed to withstand the racket of city streets, nor was he conditioned for the breathing of anything but fresh, clean air," he said.

Citing the increased installation of air-conditioning equipment for control of atmospheric and temperature conditions for industrial, business and residential use, Doctor Young predicted that its most consistent adoption would be in the United States' 6,000 hospitals and 10,000 sanitariums.

Hospitals, once air conditioned for operating rooms only, are extending the facilities because of the effects on patients suffering from hay fever, asthma, bronchial and lung conditions, and heart disease, he said.

William H. Price, Jr., Carrier Corp., was elected president of the association. Others elected were J. J. Donovan, General Electric Co., vice president; P. A. McKittrick, Parks-Cramer Co., treasurer.

The newly elected directors include the officers and P. Y. Danley, Westinghouse Electric & Mfg. Co.; J. M. Fernald, Baker Ice Machine Co.; J. A. Harlan, Nash-Kelvinator Corp.; Frank Kirk, Vilter Mfg. Co.; S. E. Lauer, York Ice Machinery Corp.; J. F. G. Miller, B. F. Sturtevant Co.; and J. J. Nance, Delco-Frigidaire division, General Motors Corp.

'Rapid Fire' Promotions With Follow-Through Boost Krich Sales

(Concluded from Page 1, Column 5) followed through with window demonstrations and cooking schools.

Dealer meetings were held in the distributor's auditorium. Sales meetings and schools for retail salesmen were held in dealer stores. Bulletins covering product features and sales programs were prepared and issued weekly by the sales promotion and personnel department, under direction of R. M. Powell.

Supervisors and retail salesmen were employed for dealers. Factory programs were presented and checked weekly for dealer compliance through their salesmen. The King-Pin Club, an organization of supervisors and managers, supported the entire program.

A series of rapid-fire promotions was used to keep dealers on their toes, with particular attention being paid to the promotion of musical merchandise. Personnel changes were made. A protected franchise was granted to all dealers who met the rigid requirements. Under this stimulus, sales of phonograph records alone increased 160%, it is claimed.

Dan Thompson, a specialist in this line of merchandise, has been placed in charge of vacuum cleaners.

English Firms Establish Suggested Standards For Refrigerators

(Concluded from Page 1, Column 3) W. C. Barnes, London; F. W. Dodman, Southport; S. Boardman, Middleton; W. Gartside, Huddersfield; W. Goodwin, Leeds; D. Hinde, Oldham; A. Metcalfe, Salford; and B. Quarby, Manchester. F. Chatterton, Manchester, is secretary of the committee.

"Much support is being received for the suggestions of the Standardization Committee, arising from the publicity in the British electric press," reports Mr. Chatterton in a letter to AIR CONDITIONING & REFRIGERATION NEWS.

"Improvement in refrigerator construction has been found necessary through excessive service cost on several makes. The suggestions of this committee are calculated to reduce this to a minimum, apart from interference with the mechanical unit, at which no suggestions for standardization have been aimed, as yet.

BEATING AMERICA?

"Great Britain can now be said to be beating America in taking this valuable appliance to heart," Mr. Chatterton writes, "and the undoubted determination to oust the cheap-jack from this industry is creditable, but in most cases must start from America, the home of many makes now being sold in this country."

"Already some American makers have been asked to conform to these standards."

The Standardization Committee's recommendations on cabinet construction, on which purchasers of and dealers for electric refrigerators are asked to insist, are:

NO TIMBER

1. No timber whatever to be used in cabinet construction.
2. Compressed slab cork as an insulating medium to be prohibited.
3. Shelf rests to be pressed out of the metal of the interior, holes drilled to fit studs to be prohibited.
4. Metal to metal connection between cabinet interior and exterior to be prohibited.
5. Evaporators to be made of a substance at least 86% copper.
6. Some system of forced draft cooling to be used in all domestic models.

INSULATION REQUIREMENTS

7. All insulation to be enclosed in greaseproof paper.
8. Sound insulating material at least $\frac{1}{2}$ -inch minimum thickness, to be fitted all round machine compartment.
9. Body of cabinet to be in one piece, front and sides, joints to be completely welded, spot welding to be prohibited.
10. Midget models of less than 3 cu. ft.—minimum for household of two persons—to be ignored.

News-Sheet Heralds British Cooperative Drive

Electric Refrigeration News

MAY 1938 VOL. 1 NO. 2 ONE PENNY.

WELL ON TOWARDS THE 500,000 MARK!

"HOT OFF THE PRESS"

ENORMOUS PUBLIC DEMAND FOR FOOD SAFETY THERMOMETERS

Intense Activity at Savoy Hill

FROM Portree in the North, from Seysse in the South, from Yarmouth in the East, from Cilgerran in the West—from all corners of the land applications have come for the free Food Safety Thermometers. At the time of going to press the Association is coping with the enormous demand, and applications are still pouring in. "Electric," indeed, are the results that have followed the great Electric Refrigerator advertising barrage which opened on April 6.

Avalanche of Coupons

The Electrical Development Association was so struck that this altogether unusual offer of a gift to the public that they were bringing an unusual response, but it had anticipated the present veritable avalanche of coupons coming in. Every day brings further big batches.

Goodwill and Good Sense

That the public is responding from a progressive designer of a new Garden Estate is characteristic of the spirit of the repeat orders for thermometers. The gift is already coming in.

The gift of the Food Safety Thermometer is a gift of safety. The Food Safety Thermometer is more than a method of counting goodwill; it is a proof that the manufacturer and safety in the home are taking good sense.

Convincing Argument

Hung from a shelf in the prospect's home it is almost impossible to believe that a thermometer can measure a temperature above 30° F.—a temperature at which dangerous bacteria multiply rapidly in food with unbelievable speed. The Food Safety Thermometer is stark and convincing. It admits of no argument of any kind. The Food Safety Thermometer is not yet another thermometer, but it is the first to give the positive answer except the price of an electric refrigerator.

If the Food Safety Thermometer is not yet available in your town, it is the time to call in its service.

Confidence Established

The resolution is to put 500,000 more electric thermometers into the homes of Britons. It is a bold proposal, but, judging by the following determination of those who are tackling it, the resolution will be carried out.

The movement has already gained an impetus, and the public is in full flight. Many thousands of thermometers have already been despatched. And the scheme is only just launched.

A LEAD FROM "THE TIMES"

The public in this country has seen to learn that a refrigerator is a real barrier against disease as well as a means of improving the quality and value of almost every article of food.

USE THE ORDER FORM ON PAGE 4—NOW

THE WINNING ELEVEN

Team work Pays!

Mr. Alex. C. Crans.

Kansas City Distributors Help Reduce 'Chiseling'

Concluded from Page 1, Column 3

practices which are fair to customers, manufacturers, and the dealers themselves.

At the association's recent meeting, states Mr. Weston, shoppers' reports were the cleanest of any time since the distributors began the series of weekly breakfasts at which these reports are presented.

Under the old plan, dealers were cooperating, Mr. Weston says, but control concentrated in distributors is more effective.

Electric Kitchens Feature Birmingham Show

BIRMINGHAM, Ala.—All-electric kitchen displays featured the annual Home Show held here recently, in which all types of major electrical appliances held the center of interest.

Firms which had kitchen displays at the show included Carlisle Electric Co., Flint Refrigeration Co., Domestic Electric Co., McKelvey-Counts, Kilgore Furniture Co., Loveman, Joseph & Loeb, Sears, Roebuck & Co., and Birmingham Electric Co.

Refrigeration distributors and dealers are kept in touch with the progress of the 500,000-unit campaign now on in Great Britain through this "Electric Refrigeration News" sheet, which is being issued periodically throughout the drive. A "food safety thermometer" is offered free to prospects as a feature of the cooperative movement, sponsored by the Electrical Development Association.

General objectives of the Standardization Committee regarding household refrigerators are listed as follows:

"To protect this desirable electric appliance.

"To ensure that quality keeps pace with quantity production.

"To safeguard the interests of the refrigerator purchaser.

"To ensure long term efficiency after the expiration of 5-year guarantee period.

"To increase dealer or trader goodwill, through greater user satisfaction."

Newspaper advertising on the association's electric refrigerator

campaign broke April 6 in British newspapers, featuring the "food safety thermometer" offer. The gadgets are available either from association headquarters or through local dealers.

Persons receiving the thermometers are asked to put them in their larders, and compare the temperatures there with the "safety temperature" of an electric refrigerator. All requests for thermometers made to association headquarters are relayed to dealers for follow-up.

A publication called "Electric Refrigeration News," carrying information on campaign progress and happenings, is being circulated to distributors and dealers at regular intervals during the drive.

Cooperating with Electrical Development Association in the 1938 electric refrigerator campaign are manufacturers of the following makes: Moffat, Frigidaire, Alba-Crosley, "H.M.V." (Norge), British Thomson-Houston (G-E), Westinghouse, Coldair, Prestcold, Coldspot, Sternette, and Kelvinator.

New Store In Madison

MADISON, Wis.—William Zimmerman has opened a showroom at 218 N. Bassett St. here for sale of Norge household appliances.

Another Example of CURTIS' Advanced Engineering Features

CURTIS Balanced Bellows Seal Insures Even Pressure, Long Life, Easy Accessibility and Renewal

The Curtis balanced bellows seal, using a multiplicity of calibrated springs insures uniform pressure on the entire sealing surface. Regardless of crank-case pressure the seal assembly is perfectly balanced at all times. The seal surface is on the wide inner race of a special Timken Bearing and the extremely hard Timken steel assures unusually long seal life. Furthermore, the bearing can be replaced and lapped without dismantling the entire compressor.

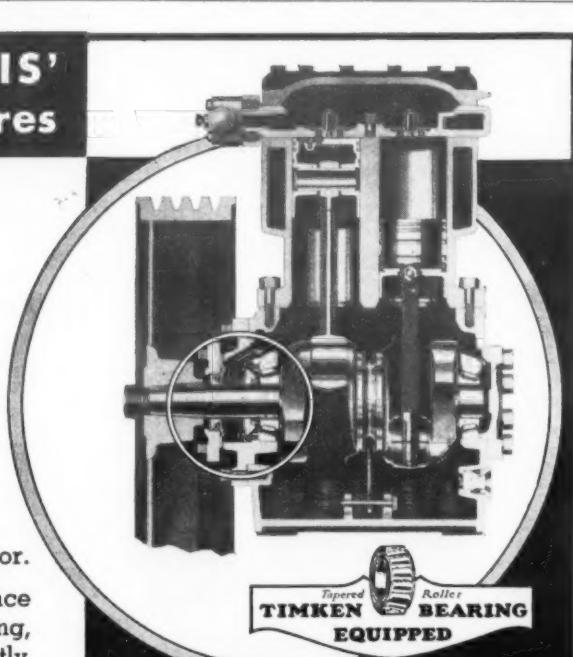
This is another example typical of Curtis' experience and precision engineering, resulting in outstanding, efficient, economical performance—a fact constantly proven in thousands of installations. There is a Curtis model for every refrigeration and air conditioning requirement, from 1/6 to 30 H.P.

Write to Curtis for details of the complete Curtis line.

CURTIS REFRIGERATING MACHINE CO.
Division of Curtis Manufacturing Co.
1912 KIENLEN AVENUE

ST. LOUIS, MO.

—for every air conditioning and refrigeration requirement.



AEROCAR Sales Coaches

Whatever your requirements, from a utility trailer to a custom-built sales coach, Aerocar can fill your needs exactly. Its designing and engineering superiority have made Aerocar America's largest commercial trailer builder. Write for catalog B today!

AEROCAR COMPANY OF DETROIT
4815 Cabot Ave., Detroit, Michigan

**Warm Air Contractors
Meet In Milwaukee
June 13 To 15**

MILWAUKEE—Discussions of air conditioning and heating sales and engineering problems will feature the summer convention program of National Warm Air Heating & Air Conditioning Association, to be held here June 13 to 15, in the Sky Room of the Plankinton hotel.

Technical sessions will open June 14, after business meetings on the preceding day. Included on the first day's program are addresses on "Some Things Successful Local Associations are Doing," by Prof. L. G. Miller, head of the department of mechanical engineering, Michigan State College; and "Practical Publicity Plan," by H. T. Richardson, New York City.

Afternoon program will include a report of the installation codes committee by J. D. Hoffman, Lafayette, Ind., and talks on "Pressure Losses in Elbow and Changes in Section" and "Stoker Firing Progress" by Prof. A. P. Kratz and S. Konzo, University of Illinois.

Papers to be presented at the morning session on June 15 include "Cooling Controls for the Residence," by George D. Kingsland, Minneapolis, and "Let's Maintain the Position the Industry Now Enjoys," by E. A. Jones, Milwaukee.

Entertainment features of the meeting include a buffet supper June 14 given by H. P. Mueller of L. J. Mueller Co., Milwaukee, and a golf tournament at the Ozaukee country club.

**Utility Companies Take
Up G-E Campaign On
Home Modernization**

NEW YORK CITY—General Electric Co.'s national \$20,000-prize contest on home building, inaugurated last year, is now being participated in or adapted by about 100 electric service companies serving half of the domestic meters throughout the country, C. W. Stuart, manager of the G-E home bureau, has announced.

The G-E contest will reward home builders or modernizers who best meet certain specifications and requirements established by the company with cash prizes, Mr. Stuart said. Activities range from landscaping and sound financing to the skillful use of labor-saving equipment.

During the first phase of the program, which constituted an educational drive, electric utilities placed the home modernization story before more than 14,000,000 customers, encouraging them to write their reactions in the contest.

General Electric distributed \$52,000 in prizes during December, Mr. Stuart stated.

Utility companies offering awards in their own territories include: Public Service of Northern Illinois, Toledo Edison, Illinois Northern Utilities Co., Interstate Power, Kansas Power & Light Co., Monongahela System, Nebraska Power, and Western United Gas & Electric Co.

Any new or modernized home on which work was begun after Feb. 1, 1937, and which will be completed by Oct. 31, 1938, is eligible for consideration in the contest.

**Westinghouse Plans
Salary Adjustment**

EAST PITTSBURGH, Pa.—Westinghouse Electric & Mfg. Co. has announced a readjustment of employees' salary rates, effective June 1. The new level will be 90% of present salary rates.

The revision will affect 13,000 salaried employees, including all executives. It does not apply to hourly paid employees, many of whom have already received reduction of income through reduced hours of work.

Change in base rates will not change the operation of the Westinghouse wage and salary plan, the company stated. By this plan, all employees in good times receive additional compensation each month based on the average earnings of the company for the preceding three months.

**Gibson Corp. Brings Out
'Midseason Specials'**

GREENVILLE, Mich.—Two new refrigerator models classed as "mid-season specials" have been introduced by Gibson Electric Refrigerator Corp., and an advertising campaign to promote them has been launched with the publication in a number of cities of a 280-inch newspaper advertisement, John L. Stephens, sales promotion manager, has announced.

Zone 1 prices of the 6-cu. ft. models of the new units are \$149.50 for the standard and \$169.50 for the special deluxe, Mr. Stephens said. Respective prices for zone 2 are \$154.50 and \$174.50; zone 3 prices are \$159.50 and \$179.50.

Both models are equipped with the "Freez'r Shelf," "Defrostajar," baffle plate and tray lifter, balsam wool insulation, and hermetically sealed compressor.

The advertising campaign includes window streamers and broadsides.

**NLRB Holds Hearing
On Philco Strike**

PHILADELPHIA—An investigation of charges against the Philco Radio & Television Corp. filed by the United Electrical, Radio & Machine Workers Union, a C.I.O. affiliate, was launched by the National Labor Relations Board last week.

The company is charged by the union with discriminatory discharges in an alleged "lockout" and refusal to bargain with workers' representatives. The company declares the shut-down is the result of a strike.

To union charges that the company wishes workers, whose contract expired May 1, to take a reduction of "approximately 18%", President James M. Skinner of the Philadelphia Storage Battery Co., parent organization, said workers had been paid "far above the average scale of the radio industry" and the company was compelled to announce wage cuts "to put itself in a competitive position."

**New Plant Bought For
Bendix Laundry Unit**

SOUTH BEND, Ind.—Bendix Home Appliances, Inc., has acquired the Bigelow Press building here for use in the production of home laundry equipment, Don O. Scott, president, has announced. The new building, acquired on a long-term lease, has 108,000 sq. ft. of manufacturing space and 17,000 sq. ft. of office space, and a railroad siding.

**Evins Named Receiver
For Larkin Corp.**

ATLANTA—S. N. Evins, Jr., has been appointed receiver for Larkin Refrigerating Corp., refrigeration cooling coil manufacturer, against which an involuntary petition in bankruptcy was filed May 2 with Aluminum Co. of America, Detroit Lubricator Co., and Revere Copper & Brass, Inc., as petitioning creditors.

**Classified Advertisement
On 1937 Model Gets
Prospects To Store**

NEW ORLEANS—New leads for its refrigerator salesmen are secured by Ernst Appliance Co. here through use of a daily classified advertisement, featuring a last year's model electric refrigerator.

The advertisement carries the address, but not the name, of the advertising firm. A typical insert reads, "1937 Frigidaire, perfect condition, never used." Copy is changed once a week.

Refrigerators are bought especially for this purpose. Effort is made to "sell up" the prospect into the new-refrigerator class, once he comes into the store.

Another idea used by this company is a refrigerator auction, by secret ballot, with patrons of a neighborhood movie house participating. The refrigerator goes to the highest bidder.

Let This *New Type of Craftsman Cut* Your Service and Installation Costs

HE IS TRAINED UNDER THE SUPERVISION OF A
MANUFACTURER-APPOINTED BOARD-OF-GOVERNORS

MR. EMPLOYER—Why risk the good name, success, and profits of your business on the guess-work of inadequately trained men when, thru the Refrigeration and Air Conditioning Institute, you can easily get a man to do your installation and service work who has been scientifically and practically trained to do this work the way it ought to be done, and the way you want it done?

1000 hours of home-study, backed by two weeks (soon to be four) of intensive work in our shops in Chicago where they have had to dismantle, rebuild, install, and service all conventional air conditioning and refrigeration equipment—makes our graduates, we believe, the most practical and competent installation and service men ever produced for any industry. And so thorough has been their training,—and so wide is its scope,—that it is very likely that many of these men will eventually go away beyond the service stage and become first-class Sales or Application Engineers.

This *New Type of Craftsman*—for it is a new type of Craftsman that has been created,—has been trained especially to fit your needs. To employ him means adding a capable, intelligent, properly trained man to your staff, without costly training expense on your part. He becomes a definite asset to your company, almost from the first day he is on the job. And in the event that your service department has been losing money, he should be able to turn that operating loss into an operating profit.

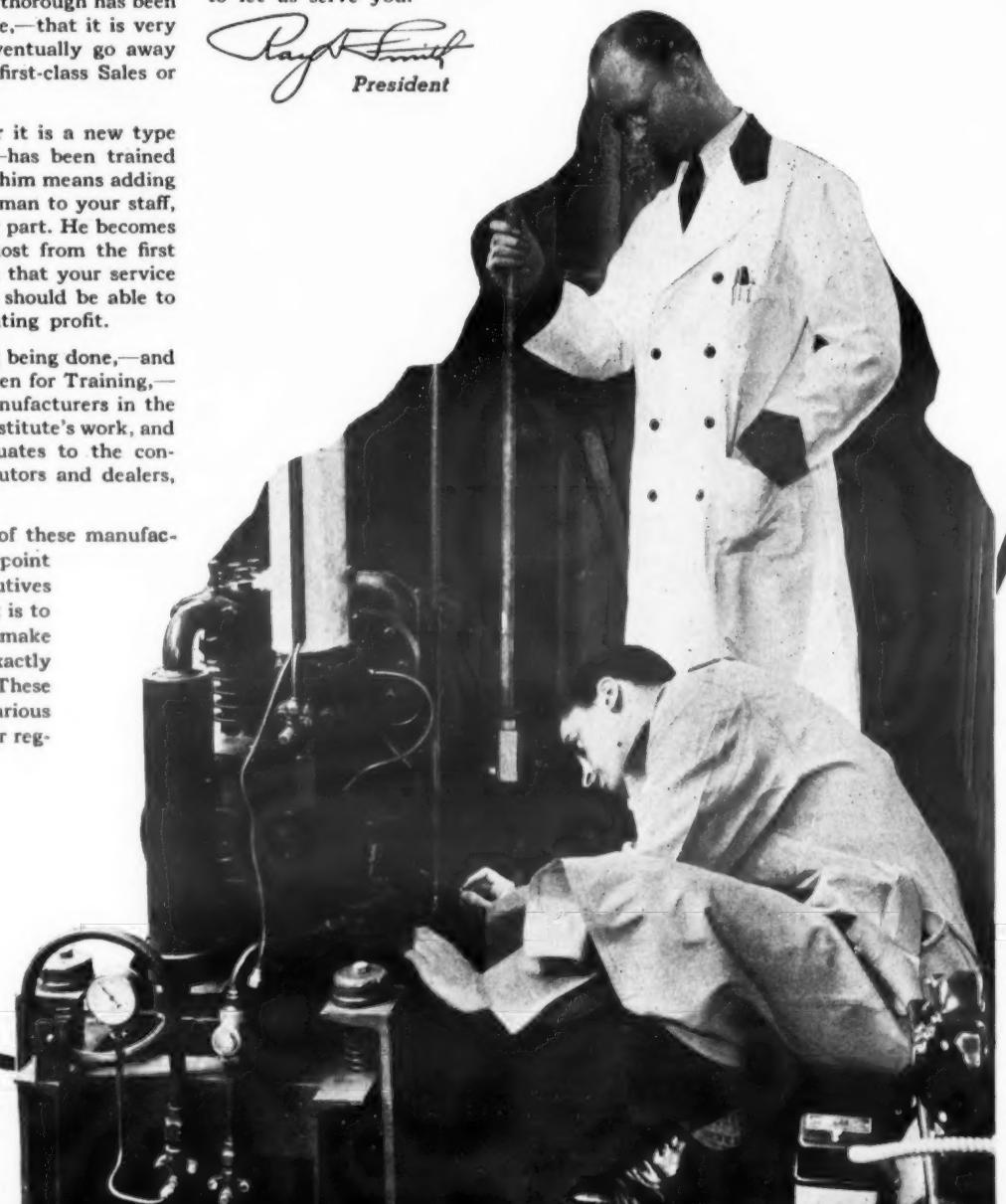
In fact, so well is this job of Training being done,—and so careful is the Institute in selecting men for Training,—that, today, more than a hundred manufacturers in the industry are "officially" endorsing the Institute's work, and unhesitatingly recommending its graduates to the consideration of their thousands of distributors and dealers, everywhere.

Some seven or eight of the biggest of these manufacturers have even gone so far as to appoint some of their own engineers and executives to a Board of Governors, whose duty it is to direct and supervise this training to make sure that men taking it are trained exactly as the Industry wants them trained. These men come to the Institute from the various cities where their plants are located, for reg-

ular conferences with the Institute's staff; and at these meetings every phase of the Institute's training program is gone into carefully, the idea being to make it the most practical and successful method of training ever devised.

Be on the safe side by selecting your refrigeration and air conditioning employees from men trained by the Refrigeration & Air Conditioning Institute. The individual qualifications of every graduate are recorded in a form which enables you to select at a glance the man best suited for your needs. And as our services are free to employer and graduate alike, don't hesitate to let us serve you.

Raymond Smith
President



MORE THAN
100
MANUFACTURERS
OFFICIALLY ENDORSE
AND RECOMMEND
THIS TRAINING

REFRIGERATION & AIR CONDITIONING INSTITUTE
2130-2158 LAWRENCE AVENUE
CHICAGO, ILL.

Announcing a NEW

CROSLEY

REFRIGERATORS TO FIT TODAY'S PURSES!

at startling low prices



1938

**DELIVERED
and INSTALLED
3.1 cu. ft.**

399.50*



Crosley makes it in the great new million dollar plant at Richmond, Indiana, where low costs of manufacture give America the greatest refrigerator value of all time!

Crosley makes it sturdy—makes it efficient, makes it a thing of beauty and an article of service!

Crosley makes it with the famous SHELVADOR so that the easy, handy storage of small food items on the convenient shelves-in-the-door makes more usable room for foods than in ordinary refrigerators.

This new line gives Crosley dealers a powerful weapon for mail order house competition—for obsolete model competition and for chiselling tactics that creep into selling in these times.

Crosley tools up for a new line in the middle of the season—the first manufacturer to do so. New factory efficiency and economies make this possible!

Crosley dealers now have their distinct Shelvador selling advantage further strengthened and its lead lengthened by this NEW line at its LOW PRICE.

**"Standard" and
"DeLuxe" SHELVADORS
still the world's best
refrigerator values**

Crosley dealers now have a complete Shelvador line to meet every demand and price. Step-up. Why sell last year's models when you can now be ahead of all competition with NEXT YEAR'S models at less than last year's price levels?

THE CROSLEY RADIO CORPORATION

1939 "Regular Line" SHELVADORS



New Sealed Electrosaver

It saves you money BECAUSE IT RUNS INFREQUENTLY AND USES LITTLE ELECTRICITY WHEN IT DOES.

Even greater savings are now developed in the famous Electrosaver sealed refrigerating unit, which reduces operating costs to a new and welcomed low. Sealed in oil for a lifetime of performance it's powered to deliver plenty of ice and sufficient refrigeration regardless of weather. Silent as a cat—as constant in its duty as a strong heart! It's quality all the way—at prices folks can pay.

- with matchless economy of operation,
- with new savings in electric current,
- with heretofore unattained efficiency!

A TRIUMPH OF

CROSLEY engineering; CROSLEY economies; CROSLEY new factory; CROSLEY determination to give the world the most refrigerator for its money!

SAVE MONEY IN OPERATION

SAVE FOOD and STEPS and CASH with the SHELVADOR!

This is the refrigerator EASIEST to sell to women. Because it is the handiest. The SHELVADOR saves you steps and enables you to store food so much easier and conveniently. Little things like fruit and eggs and cheese go on the shelves in this door to leave free the space on regular shelves for bulky items, big bowls and such. This clever shelf planning enables you to actually get more food into the Shelvador. Leftovers won't get lost in the Shelvador Refrigerator. You keep them right in sight on the handy shelves. You don't keep the door open for long because there's no need to do a trunk packing act after each meal — nor must you explore and search for things hiding on backs of shelves. That saves money by saving electric power.

Crosley freezing control enables you to get exactly the right degree of cold you need to preserve food properly, without waste of electricity. Foods are not frozen and ruined in cold weather—nor spoiled from insufficient refrigeration on hot days. Meats stay fresh for days. Milk stays sweet hours longer.



Music while you work

Women miss no more favorite programs because culinary duties keep them in the kitchen. Radio built into the new "Regular" Shelvador—same quality and performance as available in the standard and deluxe lines. In the new "Regular" line the radio—a five-tube superheterodyne—is built at the bottom.

Women like the feature of radio in their refrigerator because it is always handy—adds a smart note to their kitchen—and adds a note of cheer to household drudgery.

*Delivered and installed. 5-year protection plan \$5 extra.



N CINCINNATI

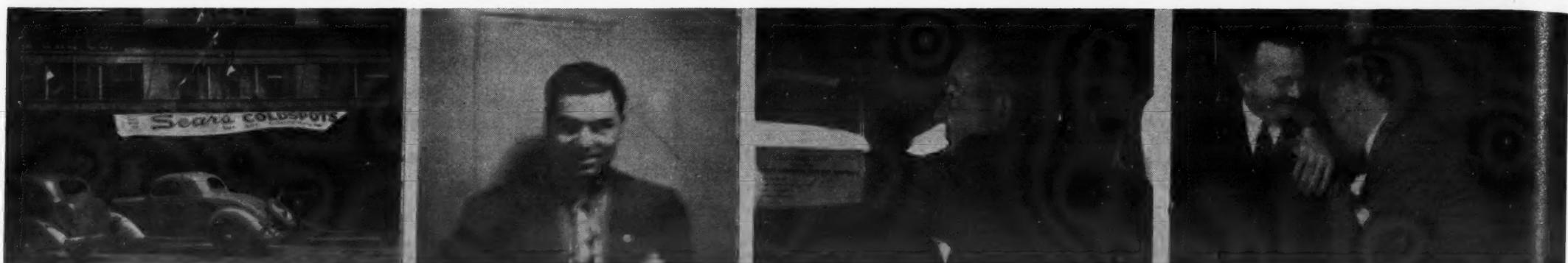
★ POWEL CROSLEY, Jr., President

Home of "the Nation's Station"—WLW—70 on your dial

President George Mason Goes Out To Ring Doorbells In Lincoln, Nebraska



(1) George W. Mason, president of Nash-Kelvinator, makes 14 "cold canvass" calls (four more than quota) in Lincoln, Neb., to open National Salesman's Crusade. (2) He looks over the neighborhood and (3) sees homes like this one. (4) Ringing the first doorbell. News Columnist B. T. Umor, who will travel miles to see a "cold canvass," was on hand with his camera.



(1) Sears banners: "We are cooperating" as National Salesman's Crusade opens in Lincoln. (2) Jack Dempsey, snapped in the Cornhusker hotel, wears official "Sales Mean Jobs" button. (3) Sales Manager Ralph Cameron attempts to sell a Lincoln taxicab driver. (4) At the end of a long, hard day, Mr. Cameron takes a rest on John Crossin, Detroit regional manager.

Southern Stokers To Handle Frigidaire

MEMPHIS, Tenn.—Southern Stokers, Inc., of which Herbert W. Streuli is president, has been named dealer for Frigidaire equipment. Sales and service quarters have been moved to 1149 Union St.

More Dealers Appointed By York Supply Co.

DAYTON, Ohio—Three new dealers have been appointed by York Supply Co., local distributor for Leonard refrigerators, Chelsea York, president, has announced.

The new dealers are: Hayes Electric Co., Bellefontaine; Eden Service Co., Springfield; and Heckler Hardware Co., Celina.

G-E Plans Summer Course For Home Service Women At Nela Park Quarters

CLEVELAND—Summer training courses on modern General Electric kitchen appliances will be held during June, July, and August at Nela Park here, Miss Edwin Nolan, manager of the home service section of General Electric Co., has announced.

College students may attend during the weeks of June 20, June 27, or July 16. Weeks of July 18, July 25, and August 1 are open for home demonstration agents and home economics instructors.

Reserved for utility company home service girls and department store representatives are the weeks of August 15, August 27, and August 29.

Business In Lincoln, Neb. Lends Support as Kelvinator Launches Salesman's Crusade

(Concluded from Page 1, Column 5)

proffered by a helpful distributor's man, announcing he was going to do some real "cold canvassing."

Pushing doorbells, President Mason got but one door, out of 14, slammed in his face; he found three good prospects, obtained one definite promise to buy "before this week is out."

Among the "factory men" who went out into the field were 25 regional and district sales managers, brought into Lincoln from all parts of the United States to "cold canvass" along with the executives, to get the "feel of the thing."

These men left over the week-end for their various territories, there to help distributors arrange 89 crusade breakfast meetings in key cities for June 6, when the crusade goes national.

Local business men, including competitors, rallied to Mason's cause. The Iowa-Nebraska Light & Power Co., which distributes General Electric refrigerators in three states, took large advertisements in the local newspapers, praising the broad spirit of the crusade, offering cooperation.

Lincoln's Sears-Roebuck store similarly praised the movement and its sponsors in newspaper advertisements.

Neither company attempted to merchandise its refrigerators in these advertisements. Their sales-

men lined up behind the movement later in the week.

Many other instances of cooperation came to light. For instance:

The Roberts Dairy Co. called a special meeting of 50 route drivers, had Kelvinator officials address them, put campaign buttons on their coats, and offered their services in unearthing prospects in the kitchens of their customers.

The local newspapers distributed "Sales Means Jobs" buttons among carrier boys, asked them to "talk up" the crusade for better business.

Western Union representatives and messenger boys also became "sales crusaders," went about the town wearing buttons, telling people that "harder work each day makes sales" and, as a consequence "sales mean jobs for those who are unemployed."

Lincoln's police and fire chiefs arranged meetings of their men so that Nash-Kelvinator's sales executives could address them on the purposes and spirit of the crusade—and, incidentally, make sales presentations.

Lincoln motor car dealers put their stamp of approval on the crusade as a means of "glorifying doorbell ringing."

Al Duteau, manager of the Duteau Chevrolet Co., declared the crusade had "made it easier for sales directors to get necessary cooperation of salesmen in making calls."

"Tangible results are bound to follow," Duteau predicted as he reviewed the cycle of buying and selling the crusade aims to establish. "When one person buys, it works as an inspiration to other potential buyers," he brought out.

Pointing out that the move has been beneficial to business in general in Lincoln, C. C. Dawley, sales manager for the Lincoln Motor Co., Oldsmobile dealer here, also called attention to the crusade's effect on buyers' attitudes. "Prospects during the test campaign have eagerly cooperated in passing on the names of other prospects," he said. "The crusade," he continued, "will work out to the advantage of everyone."

The experiment in Lincoln, according to Jack Burton, sales manager for O'Shea-Rogers Motor Co., Ford and Lincoln dealer, "has taught selling organizations one thing—to make more sales it is necessary to make more calls."

Receptiveness of the public to the crusade was also emphasized by Burton.

"Buyers," he said, "are most interested in the program. They seem to expect salesmen to call upon them. The crusade has laid the groundwork for contact."

Ohio Distributors Name New Dealers

DAYTON, Ohio—Clyde Graham, Dayton manager of Appliances, Inc., has announced the appointment of Greenfield Furniture Co., Greenfield, Ohio, as Fairbanks-Morse dealer. Roy Brizius, owner of the firm, has Fairbanks-Morse refrigerators on display in two new model homes now open for inspection in Greenfield.

Harten & Knodel Distributing Co., distributor of Norge products, has appointed the Home Equipment Co., 33 East Fifth St., this city, as Norge dealer. George Strassberg and R. A. Freedlander are partners in the new firm.

To illustrate a case, attention is given to money to car, and for an ad.

St. Louis User

ST. LOUIS display, a map of part used by Co., dealers Electric a in a pro increase in the immediate Watkins s and for us use a G-E model was location each shak number of

ANSUL SULPHUR DIOXIDE METHYL CHLORIDE

ANSUL CHEMICAL COMPANY MARINETTE, WISCONSIN



CONDENSING UNITS FEATURING AUTOMATIC BELT TIGHTENER



A-9500-WF Air Conditioning Unit for homes, restaurants, small shops, etc.

Another important M & E feature. Regulates belt tension, automatically . . . prevents slippage, wear and burning of belt. Saves power. Reduces wear on bearings. Used on all models 5 H.P. and up. (Smaller models are equipped with easily adjustable motor base rails.)

In M & E Compressors you will find highest quality materials and fine

workmanship, combined with advanced engineering that has been proved in the field . . . you will find quality Condensing Units in types and sizes to meet your exact needs. Write for new catalog. Ask for recommendations.

MERCHANT & EVANS CO.
Phila., Pa., U.S.A. Plant at Lancaster, Pa.

M & E CONDENSING UNITS
For the Plus Values in Electric Refrigeration

...BUT YOU PAY MORE WHEN YOU DON'T GET IT!

Included in the price of every Penn Control is a portion of the cost of critical factory inspection with precision testing instruments.

Pictured is a testing and inspection operation on one of Penn's hundreds of controls. Here the seemingly insignificant item of contact pressure is checked to tolerances measured in grams—only one of 44 such checks to assure uniformly dependable performance in field service.

Such painstaking care is not a theoretical engineer's hobby. Far from it! For Penn's field-trained engineers know just one service complaint costs you many times more than the scores



Penn Electric Switch Co., Dept. R-3,
Goshen, Indiana. Mail us your catalog of
Refrigeration Controls.

Name.....
Street.....
City..... State.....

PENN

Profitable Sales Ideas

Service Station Sells 12 Refrigerators In First 15 Days; Seeks Salesmen

MEMPHIS, Tenn.—Twelve refrigerator sales in the first 15 days of operation—that's the pace set by the Walter Davis Service Co., second largest Gulf gasoline station in the city of Memphis and recently appointed Norge appliance dealer, according to W. P. Davis, manager of the company's appliance sales.

W. P. Davis and his brother, Walter L. (Shorty) Davis, are really going into the appliance business in earnest. So much so, in fact, that bids already have been solicited for construction of a sizeable addition to the station's present building. This addition to be completed early this summer, will be devoted exclusively to the display and sale of major appliances.

Five billboards scattered throughout the city daily inform Memphis citizens of the fact that the Walter Davis Service Co. now handles Norge appliances.

Newspaper advertising also has been used to promote this phase of the Davis Co.'s business.

"We don't need a reputation," explained W. P. Davis. "Three years in this location as a service station and automobile accessory supply outlet has given us that. All we need to do is impress upon people's minds the fact that we are now handling Norge appliances as well."

"Obtaining prospects has been the least of our worries so far. My brother, Shorty, has developed a large trade here at the gas station, and has innumerable other contacts throughout the city. So the list of his acquaintances forms a valuable prospect file.

"Our greatest difficulty has been in obtaining any salesmen. In spite of consistent advertising and our offer of three gallons of gas per day, over and above the salesman's regular remuneration, we still haven't had any results. So far I've handled all of the appliance business myself."

Although Walter L. is new to the appliance business, brother W. P. is no novice in the game, having once been manager of the appliance department for a department store in Hattiesburg, Miss.

One Norge refrigerator is kept on display outside the station, and a couple of other models are kept inside. And Mr. Davis reports that they create a surprising amount of interest on the part of motorists who drive up for gas and oil.

Until the new building, or addition, is completed, the Davis brothers plan to use the showroom of their distributor, Wayne Spinks, whose place of business is located only a few blocks away.

Select Salesmen Carefully and Take Personal Interest In Their Efforts, Advises Dealer

NEWARK, N. J.—If you want to build a successful appliance dealership according to the formula followed by Forest Hill Appliance Co. you must take the greatest care in the selection and management of your sales force, for it is this one principle which Phil Glassman and Mort Goldsmith, owners of the Forest Hill company, claim is responsible for the rapid growth of their store.

Without belittling the part played by merchandise displays, advertising, or special sales programs which they have utilized, Mr. Glassman and Mr. Goldsmith attribute their progress largely to the close relationship which they have maintained between themselves and the 12 men who sell appliances for them.

"First step in such a program," points out Mr. Glassman, "is to carefully select the men who are going to represent you. Then, after you have chosen a satisfactory group of men, take a personal interest in their efforts and their accomplishments.

"Consider the salesman as something more than another cog in your merchandising machine. Do everything possible to see that he remains satisfied with your organization as long as you remain satisfied with his work."

"We make every effort to treat our employees fairly, to give them a steady income, and to keep them on their toes without driving them. We find that they respond far more satisfactorily to considerate treatment than to indifference."

To illustrate this point, I might cite a case which was brought to my attention recently. A salesman working for some other store needed money to buy license plates for his car, and so he asked his employer for an advance. Despite the fact that

this man had sold 145 refrigerators during 1937, his employer refused the advance because the man's sales for that particular month did not warrant any commission.

"In the belief that any man who can produce that volume of business is entitled to some consideration, I personally gave him the money. Now that man is working for me, and doing a fine job."

"Another matter about which we are very particular," Mr. Glassman explained, "is that of giving credit where credit is due. Frequently when one of our salesmen contacts a prospect he arouses an interest which, for one of many reasons, may not develop into an immediate sale. If at any future time this prospect should visit our store and make a purchase, we make a steadfast rule to award the commission to the salesman who made the original contact."

Though reiterating that the attention paid to the sales force is the most important single phase of his company's business policy, Mr. Glassman also realizes the importance of a good location and of attractive merchandise displays.

Too many dealers, Mr. Glassman thinks, have neglected to maintain their store exteriors in keeping with the modern streamlined trend in appliance design. Stores, he believes, should reflect the modernity of the merchandise carried.

While Mr. Goldsmith, as well as Mr. Glassman, admit that sales so far this year have not been any too encouraging, both are confident that business will soon "open up" and will return to the level of 1937, during which Forest Hill Appliance Co.'s business became increasingly better each month.

St. Louis Map Showing Names & Addresses Of G-E Users Features Promotion To 'Up' Floor Traffic

ST. LOUIS—A unique window display, centered around a large-scale map of part of south St. Louis, was used by C. R. Watkins Furniture Co., dealer for James & Co., General Electric appliance distributor here, in a promotion stunt designed to increase floor traffic.

In the map, which represented the immediate neighborhood around the Watkins store, streets were named, and for every G-E refrigerator in use a G-E salt shaker refrigerator model was placed in the corresponding location. A pennant on top of each shaker displayed the street number of the user.

On a sign behind the map was the following invitation:

"The picture in this window represents the G-E users on these streets. Come in and name your G-E appliance and receive a free package of Calgon water softener."

"If your appliance is not represented, please register and get free package also."

To the family registering the oldest G-E appliance in the district, the company presented a modern fruit juicer. The juicer was displayed alongside the sign. Ralph Jewell, manager of appliance sales for Watkins, designed the display.

Old Bus Converted Into Sales Coach By Duke Power To Cover Rural Market

WINSTON-SALEM, N. C.—To encourage electrical appliance sales among rural residents of this area to whom it recently has extended, or now is about to extend, electric power, the local branch of Duke Power Co. has converted one of its old municipal busses, retired from service on Winston-Salem streets, into a modernized and completely equipped appliance sales coach.

Wired for 110-220 volt current, the bus may be hooked up to any of the utility's power lines so that any appliance in the coach may be placed in operation by simply plugging it into one of the many convenience outlets.

COMPLETE DISPLAY

The appliance display in the coach includes one Hotpoint range, two or three Kelvinator refrigerators, a modern sink unit equipped with a trailer pump so that water actually will flow, and numerous smaller appliances.

One of the company's linemen drives the coach, and makes connections with the power lines whenever and wherever the salesman with the coach desires. Miss Addie Malone, home economist for the utility, frequently accompanies the coach to give demonstrations to nearby farmers.

Usual procedure is for the coach to stop on one of the company's lines, where it is connected up by the

lineman-driver. Nearby residents then are invited to visit the coach at a certain specified time. When they arrive Miss Malone cooks a complete meal for them, using the electric range, and prepares frozen desserts in one of the electric refrigerators. This meal is served to the spectators, and then the salesman starts to work.

A refrigerator is kept in constant operation in the garage in which the bus is kept, and simply placed in the coach just before it leaves for any trip. Thus the unit is still cool when it is plugged into the power line wherever the coach stops, and no long waits are necessary before the refrigerator may be used.

AUXILIARY BATTERIES

The coach also is adequately equipped with batteries so that at times when it is forced to make trips away from established power lines all electric lights, signs, etc. can be operated, even though the appliances cannot.

Interior of the coach is neatly decorated in black and white, and the display is set up to resemble, as nearly as possible, a modern electric kitchen. Exterior of the coach has been painted ivory and orange, Duke Power colors.

First morning that the coach was placed in operation, the salesman accompanying it called in to report the sale of one 5 cu. ft. refrigerator.

Miniature Radio Towers Attract Customers To New Appliance Dept.

DENVER—To call attention to special values in its newly finished major appliance department, Denver Dry Goods has set up a "radio special" display in which twin miniature radio towers, 12 feet high and constructed of white plywood, are used to attract attention to the week's feature promotion.

Signs advertising the feature of the week are strung on a wire between the two "towers." Set at the rear of a long double-aisle of refrigerators, near the back-wall offices, the towers can be seen from any point on the floor. Appliances featured in the weekly promotion are spotlighted beneath the towers.

In addition to the special feature of the week, other specials are displayed in the tower department, including refrigerators, radios, irons, and other appliances.

Fenner Radio Moves To New Quarters; Adds Airtemp

JACKSON, Tenn.—Fenner Radio & Electric Co., owned and operated by W. R. Fenner, has moved from its former location at the corner of Main and Church to larger quarters at 106 S. Liberty, and also has taken on the Airtemp line of self-contained air-conditioning units.

The store handles General Electric and Sparton refrigerators.

A Sales Booster in Both Places



THE General Electric motor shown is for operating a domestic refrigerator. Let's take it apart and find out why it gives service that makes satisfied customers.

Begin with the automatic-belt-tightener base—a G-E development. It automatically maintains just enough belt tension to prevent slipping. As a result, belt and bearing life is prolonged, and the compressor-shaft packing is subjected to less strain. Now check the bearings—they have extra-large oil-storage capacity and require oiling but once a year. Consider next the parts that determine the motor life—the rotor, stator, and starting mechanism.

The cast-aluminum rotor is indestructible—it cannot become open-circuited or burn out. How long will it last? That's like asking the life of a fan blade, for the rotor proper has no wearing parts.

General Electric's method of stator construction was proved in actual field service on hundreds of motors before it was finally adopted—the real test of its correctness.

Starting switches have performed in life tests more

than a million operations—a service life of twenty-five years on a refrigerator.

General Electric also has motors for other appliances, such as washers, oil burners, and stokers, and all meet the performance standards of the devices in which they are incorporated. Whenever an improvement in appliance design makes existing motors inadequate, G-E engineers build a new motor that is adequate. You can be sure that G-E motors on your appliances will do their part to please your customers. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

Filing No. 8260

070-250

Air Conditioning

Sheet Metal Men Hear Discussion Of Fair Trade Protective Legislation

CLEVELAND—A. W. Howe of the J. M. & L. A. Osborne Co., Cleveland, was re-elected president of the National Association of Sheet Metal Distributors during the organization's 27th annual meeting here May 16 and 17.

Other officers named were Robert H. Lyon, of Lyon-Conklin & Co., Inc., Baltimore, and A. J. Becker, of Ohio Valley Hardware & Roofing Co., Evansville, Ind., vice presidents; George A. Fernley, Philadelphia, secretary-treasurer, and Percy F. Hord, Philadelphia, assistant secretary-treasurer.

FUNCTIONAL DISCOUNT

Dr. H. H. Maynard, professor of marketing at Ohio State University, Columbus, in a discussion on "Recent Price Legislation," outlined recent cases under the Robinson-Patman act, and the federal trade commission's stand in enforcing the act in the light of the decisions. These decisions, said the speaker, show that "the commission has shown no disposition to object to the principle of the functional discount."

"It is recognized that the wholesaler or distributor performs certain functions which are essential for both the manufacturer and for the retailer or fabricator who buys from him," declares Dr. Maynard, outlining distributor's essential functions.

THE DISTRIBUTOR'S PLACE

"The very fact that the distributor keeps a stock available close to the customer, that he is able to make quick deliveries in small quantities, that he can and does extend credit better than can a manufacturer, and that the close personal relationships with his customers enable him to serve them better is recognized by the commission as the reason why a functional discount must be given, regardless of the size of the order," he added.

Dr. Maynard also discussed two types of state legislation, the first the fair trade laws which have been made effective in 43 states and which enable the manufacturer or the distributor to set minimum sale prices on his commodities and which, with the operation of the federal Miller-Tydings act, makes such legis-

lation legal for interstate sales in states which have the state laws. He cited these laws as an indication of the extension of control over business operations by federal, state, and even city governments.

MINIMUM MARK-UPS

The second state measure, now enacted by 13 states, requires all distributors to receive a minimum mark-up of 6, 8, or 10% on all sales, with sales of any product for less than that mark-up forbidden.

Also discussed was the probable effect of the Wheeler-Lea act which extends the jurisdiction of the federal trade commission over not only advertising but also over any form of unfair competition.

The principal change is that the commission need no longer wait for complaints, but can proceed to investigate and forbid any type of competitive practice which seems to the commission to be unfair.

Another effect of the new law is that the commission need no longer show that unfair statements or untruthful statements about a product in advertising or on the label are affecting competition unfairly. The commission need only show that they may affect the consumer adversely.

Dr. Maynard predicted that this legislation will prove to have a tremendous and, on the whole, a beneficial effect on industry.

HIT AT TAXES

Just as American public opinion a year ago halted John L. Lewis in his government-sponsored march toward a labor dictatorship, the American people are now preparing to warn those in power to "compose their differences with business and put an end to outrageous taxation which takes dollars from laborers' pay envelopes and dividends from investors," John H. Van Deventer, editor of Iron Age, told the distributors.

The speaker attributed the current slump to lack of confidence caused mainly by labor difficulties, and added that "there is hope in the fact that this is a man-made depression that may result in a recovery as swift as the decline."

Years of "Experience" . . . BUT He's Still Pulling a Wrench!

The Big-Pay Jobs In

AIR CONDITIONING & ELECTRIC REFRIGERATION

Demand TRAINED Men

Men who want to "go places" in Air Conditioning and Electric Refrigeration cannot afford to depend on "experience." Progress and changes in these fast-growing industries are so rapid that few men can keep up on experience alone. Engineers, Installation, Service and Maintenance men are constantly faced with new problems—unsolvable from past personal experience.

The greatest need today in the Air Conditioning and Electric Refrigeration Industries is for TRAINED MEN—men completely trained . . . men with technical knowledge and ability based on more than limited experience.

Men who know and can apply basic principles of Air Conditioning and Electric Refrigeration are sure of big paying jobs in the industry. Utilities Engineering Institute training enables you—in your spare time—to acquire knowledge that can bring you a better job and bigger pay. U.E.I. training is complete. It covers all phases of Air Conditioning and Electric Refrigeration work. It is ideal training for the man now in the field. A little time devoted to home study gives you a thorough knowledge of EVERYTHING—Engineering, Designing, Estimating, Installation Work, Servicing and Maintenance. If you wish, you may put on the finishing touches with 2 weeks' practical work in our laboratory.

At very little cost you can obtain the same training that has put U.E.I. trained men in responsible positions with leading manufacturers, distributors and service organizations throughout the United States and foreign countries. Complete information will be sent, without obligation, upon request. Write for valuable Free Book today!

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Conditioner Unit For Soda Grill Placed In Kitchen

CHARLOTTE, N. C.—Page-Wilson, Inc., Kelvinator distributor here, has recently completed the installation of air-conditioning equipment in the King Soda Grill here, reports Paul E. White, chief engineer for the organization.

"For an estimated cooling load of 101,000 B.t.u. per hour, we used a 10-hp. water-cooled compressor capable of 125,000 B.t.u. at 42° suction temperature," states Mr. White.

The condensing unit was connected with one Kelvinator suspended-type air-conditioning unit capable of delivering 3,000 c.f.m., and the condensing water was handled by a Gould centrifugal pump, 1½ hp., having a capacity of 50 gallons per minute. An all-metal cooling tower used on the job was built for the installation by the Page-Wilson Co.

COMPRESSOR BELOW

"The condensing unit, pump, and other accessories are installed in the basement of the building," says Mr. White. "The air-conditioning unit is installed suspended from the kitchen ceiling, and supplies air to the conditioned space through a well insulated duct system leading to two high-velocity grilles mounted on the rear wall of the room. The grilles have adjustable air direction.

"Return air is taken from the room at a point on the rear wall 7 feet from the floor where it connects into the outside air duct, and where the room air and outside air are mixed before going to the conditioning unit.

COMFORTROL USED

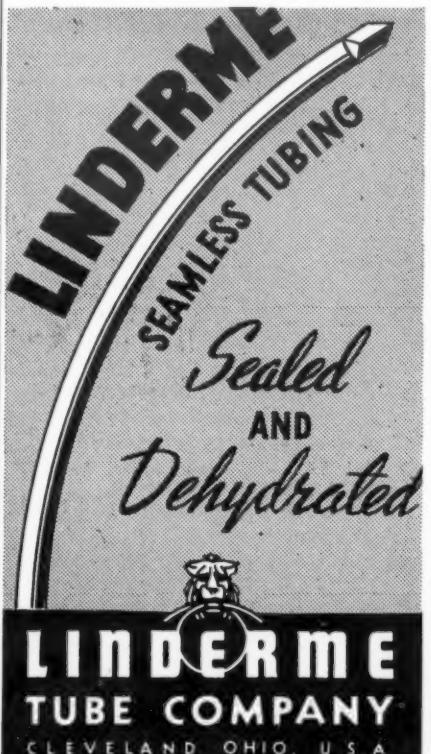
"Control of the system is by a Friez Comfortrol instead of the usual thermostat. This control maintains temperature along effective temperature lines, rather than working on a constant dry-bulb temperature."

Several other year-around air-conditioning systems have been installed in the Charlotte area by the Page-Wilson organization. Included in these systems are the Delmonico Cafe, RKO Radio Pictures, Inc. film exchange building, and the J. A. Jones Construction Co., office building. One of these systems is fired with a completely enclosed gun-type boiler-burner unit, and the other two are equipped with the new Kel-O-Flame boilers, having rotary wall flame burners.

The Page-Wilson organization includes sales engineering, service, refrigeration, electrical, and sheet metal departments.

Distributor Demonstrates New Delco Room Cooler

MEMPHIS, Tenn.—A demonstration of the new portable air-conditioning unit of Delco-Frigidaire division of General Motors was given from Monday through Friday last week at the Peabody hotel, under the sponsorship of McGregor's, Inc., distributing firm, and Lowenstein's.



'Put Your Bid In the Middle To Interest Most Customers,' Says Detroit Dealer

DETROIT—"Hit the average, instead of the low price, in bidding an air-conditioning job," says H. C. Levine of Atmospheric Control Corp., Carrier distributor here.

"When we put in a price on an air-cooling installation," states Mr. Levine, "we try to place our bid somewhere in the middle of all the prices. Then we ask the customer to average all the bids received, and compare our price with this average. If we come close to it, and we usually do, we are satisfied.

"If the customer makes a careful analysis of the bids he receives, he will find that some of his prices are too high, because the contractor bidding tries to cover himself on every possible contingency, and he will also get a certain number of bids that are too low, because the bidder does not include all his costs, or a fair margin of profit.

TALK MERCHANT'S LANGUAGE

"We have made installations in several clothing stores in recent years. We point out to the owner of the store that while suits can be purchased at \$9 he does not carry this kind of merchandise in stock. At the same time, the purchaser of a suit of clothing who goes to an exclusive merchant tailor can get a suit made for \$150 or even more.

"If, however, the merchant averages the prices of all these suits, offered for sale at a wide range of prices, the average price will come out at about \$45 to \$60, which is about the price the good clothing merchant expects to get for his suits.

CAN SEE LOGIC

"The merchant can soon see how this logic can be applied to the selection of an air-conditioning system. As a business man, he understands that the purchaser of a low-priced article usually gets poor value for his money, and the man who pays too much for something comes out in the same place. Real value in the purchase of merchandise

is usually found in the medium-price class, where the buyer gets good value for his money.

"We train our salesmen to work on this premise," Mr. Levine continued, "and have found that it is successful. They are not trying to put in the lowest bid, or to meet the lowest price, but are only attempting to meet the average in each bid made.

THE CLOSING ARGUMENT

"In closing the sale, we put it up clearly to the man who is in charge of purchasing the equipment that our bid will be close to this average. In one instance, we asked a customer to average bids and they came out at \$1,100, with a low of \$850 and a high of 1,300. Our bid on the installation was \$1,125, and the contract was awarded to us.

"We feel that if air-conditioning sales organizations everywhere would make a concerted effort to meet the average price, instead of getting the lowest possible bid, these tactics would tend to stabilize the industry and make conditions better for everyone concerned.

"In the operation of our business we are not philanthropists. We do not attempt to give away equipment, and we are not interested in doing work that does not show a profit.

'SELL EQUIPMENT'

"We like to make installations where the ratio of equipment to labor is high, and refuse to take work where the reverse is true. If the job is 90% labor and 10% equipment, we leave the job for someone in the business of selling labor.

"Our work is to sell air-conditioning equipment, and we like to have at least 60% equipment in the contract if we are to handle it. If this percentage is high enough, and we can get at least the average bid price, we can usually carry the job through to a very satisfactory conclusion and come out with a legitimate profit."

New Orleans Dealer Reports Examples Of 'Health-Value'

NEW ORLEANS—Health-value of room cooler units for invalids or ailing persons has been demonstrated by several recent installations of room cooler units in offices and sick-rooms here, reports D. S. Watters, manager of the air-conditioning and heating department of Airflow Co., Frigidaire dealer.

"In one case," Mr. Watters reported, "the prospective customer was suffering badly from heart trouble and asthma, and had been desperately ill for two months. Within 24 hours after the installation was made, the patient was breathing easily again.

"Another woman had been unable to sleep, or lie down for a week, when we were called upon to supply air-conditioning equipment for her room. Within 48 hours, she was sleeping normally.

"We made another installation in the room of a business man who had been having to drop his work frequently and go to a health resort because of heart trouble. His affairs reached such a state that he found it impossible to neglect his business any longer. Installation of a room cooler unit in his bedroom solved his problem."

Airflow opened its air-conditioning department on Feb. 1 of this year, when Mr. Watters was placed in charge.

Proprietor Of Antique Galleries Finds Aid In Air Conditioning

NEW YORK CITY—Ducts finished in gold are an outstanding feature of the air-conditioning installation in the Chinese porcelain and antique galleries of Edward I. Farmer. These "golden" ducts were specially finished so that they would harmonize with the oriental furnishings and decorations of the studio.

A Carrier Weathermaker unit conditions three showrooms, executive and general offices, and hallways.

Mr. Farmer declared air conditioning to be "indispensable" in his business, for his customers frequently spend long periods in the galleries while making their selections.

Air Control Engineering Co. Claims Many 'Firsts'

NEW ORLEANS—A unique record of "firsts" is claimed by R. M. Emmet and William Parkerson, owners of Air Control Engineering Co. here, who say they made the first installations of air-conditioning equipment in the following types of buildings here:

Drug store, director's room, hospital vascular laboratory, funeral parlor, motion picture office, hardware wholesale firm, archbishop's residence, office supplies store, fur salon display room, and printing company.

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Commercial Refrigeration

Five-Weeks' City-Wide Survey Brings \$28,000 In Sales To Commercial Dealer

NEW ORLEANS—A five-weeks' city-wide survey of the wants and needs of users of commercial refrigeration equipment, conducted by the local branch of General Electric Supply Corp., brought in more than \$28,000 worth of commercial business during April and increased business 100% over 1937 during the early weeks of May, reports Tom F. Campbell, in charge of commercial sales for the branch.

The survey, which occupied the full time of the five salesmen on the branch's commercial sales force, was conducted through store-to-store calls using an exhaustive questionnaire covering the stores' present refrigeration facilities, deficiencies, and anticipated future requirements.

Information obtained in the survey covered the type of store, its location in the business district, the type of refrigeration used and its condition, operating costs of present equipment, and whether the owner needed or was interested in any type of new or replacement equipment.

Salesmen-cavassers were required to fill in the questionnaire cards each day of the survey, bringing them back to branch headquarters before they returned to their homes. At headquarters, individual cards were given careful study; analysis of the needs of each individual store operator was noted, and compared with equipment on hand.

As one example of the survey's results, it was seen that the \$80-a-day cost of operating an existing system in the Metairie Country Club could be reduced to \$15 through the use of modern equipment. Within two days after the survey, the club signed an order for the new equipment.

Call-backs were made within three days on all store-owners who were shown to be in need of or interested in new or replacement equipment. Through these "hit 'em while they're hot" tactics, considerable additional commercial business was obtained.

"Before this survey in New Orleans," says Mr. Campbell, "our local sales were equivalent to about 25% of district sales. Since we began the survey, we have been able to show 50% or better of total district sales. And besides, the survey gave us information that should be valuable to us in closing sales for some time to come.

One that surprised us was the large number of storekeepers who reported to our men that no one had been in to see them about their refrigeration needs for as long as two years. Many were surprised to learn how deficient and costly their equipment was, and how much has been done to recent improvement in commercial refrigeration equipment."

Four salesmen have been added to the distributor's staff to handle follow-ups on information obtained in the survey, Mr. Campbell says. Sales increases from the survey have covered the full line, ranging from display cases and water, beverage, and milk cooling equipment to large commercial refrigerators, the manager asserts.

2 Units Cool Cases In City Market

DETROIT—Two 2-hp. Lipman commercial refrigeration units have been installed by the Detroit factory branch of General Refrigeration Sales Co. in the Hamtramck City Market to provide the cooling for four Valade display cases and two Valade storage coolers.

Units are installed in the basement of the market, and use methyl chloride as the refrigerant. One of the compressors operates for the four

New Insulating Products Shown By Celotex

CHICAGO—Seven new products of Celotex Corp. were shown to members of the company's Chicago and Minneapolis-St. Paul divisions at a two-day conference here May 7 and 8, conducted by Henry W. Collins, vice president in charge of merchandising.

New products include insulating materials for cold storage plants, fire-resistant wall materials, the recently announced new lath with the vapor seal feature, and resilient mill flooring and other traffic surface coverings.

C. R. Anderson Heads G-R In Detroit

BELOIT, Wis.—C. R. Anderson, formerly New England district manager for General Refrigeration Corp., has been named manager of the Detroit office of General Refrigeration Sales Co.

A large portion of Mr. Anderson's former territory has been added to the territory of District Manager M. L. Kreuer, who has been supervisor of the mid-Atlantic states.

Danforth Will Handle 'Blue Flash' Line

PITTSBURGH—The Danforth Co. here has been appointed distributor of the line of Blue Flash "table top" electric refrigerators manufactured by Brunswick-Balke-Collender Co., Chicago, in 23 Pennsylvania counties in the Pittsburgh area. R. A. Caswell is sales supervisor of the company's Blue Flash sales division.

'Multiple Lowside' Water Cooler Line Now Available

NEW YORK CITY—Cordley & Hayes is introducing for the first time this year a line of multiple low side water coolers in four models, with capacities of from 17 to 30 gallons per hour.

Features of the models, the company says, are:

1. The low side includes and is controlled by a thermostatic and constant-pressure valve, assuring accurate control of pressure and temperature. These two valves, it is said, guard against any possible freeze-ups in the low side.
2. All cabinet models are equipped with pre-coolers. The drain water pre-cools the incoming water, giving maximum efficiency and lower operating cost.
3. All low sides can be furnished for use with any type refrigerant at no extra cost.

Model M7, a cabinet model, has a standard pre-cooler, and a 1-gallon storage reserve. Capacity of the unit is from 17 to 23 gallons per hour. Regular equipment includes bubbler, but a gooseneck filler for glasses, carafes, etc., can be furnished at additional cost.

Model M12 has a cooling capacity of from 24 to 30 gallons per hour. Another cabinet model, it has a pre-cooler as standard equipment, and can be furnished with either a gooseneck filler, the same as model M7, or with a restaurant-type push-back glass filler.

Model MR8 has a capacity of 24 gallons per hour, and is designed for use with high sides as low as $\frac{1}{2}$ hp., and with larger capacity high sides in multiple installations. It is a fountain model.

Shook & Fletcher Equips New Birmingham Market With Display Cases

BIRMINGHAM, Ala.—One of the largest commercial refrigeration jobs installed in Birmingham in some time was made recently by Shook & Fletcher Supply Co., Carrier dealer, for Bob's Trading Post, a suburban supermarket center.

A Sherer-Gillett 8 x 10-foot walk-in cooler, a 14-foot display case, a 10-foot display case, and a 6-foot display case were installed, as well as a 6-foot fish case, the latter being of stainless steel and Monel metal. The walk-in cooler is all-porcelain, and all cases have automatic controls.

Ductwork also was installed for a store cooling system to be added later. The heating system consists of a warm air, stoker-fed furnace with a capacity of 1,000,000 B.t.u. per hour. Jack Cunningham was the installing engineer for Shook & Fletcher.

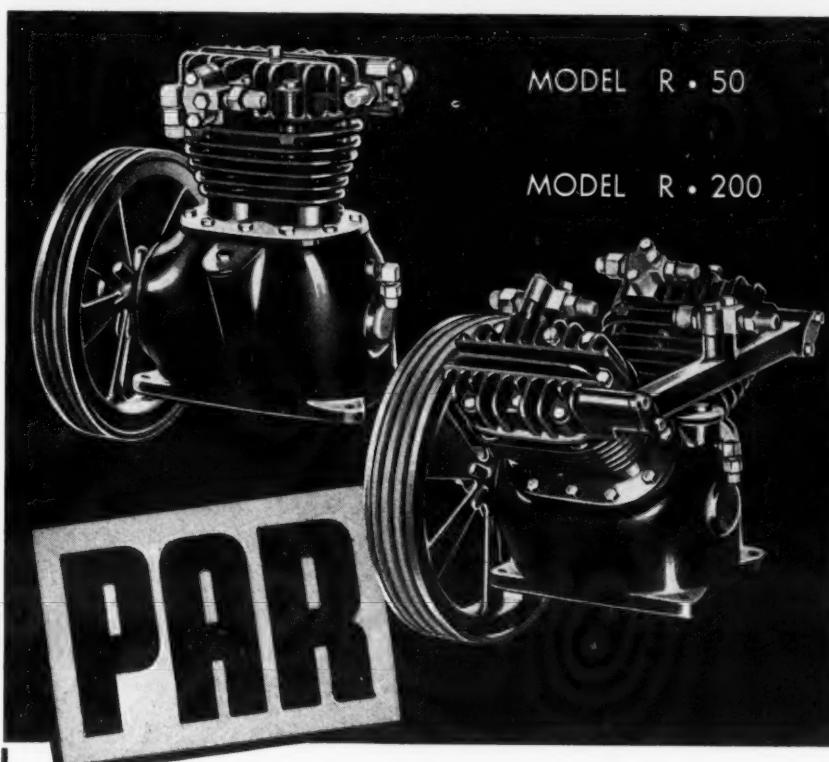
Frosted Foods Business Begins To Take Hold In Alabama

BIRMINGHAM, Ala.—Growing demand for equipment for the storage and display of quick-frozen foods is reported by commercial refrigeration dealers here, following recent appointment of local distributors by two leading companies in the frozen foods field.

Southern Dairies has recently been named distributor here for Birdseye Frosted Foods products, and Honor Brand products are being handled by Wood-Fruitticher Grocery Co. Two frozen foods installations made here recently were in Waite's Dairy Store and Fred H. Jones Co., delicatessen and dairy store operator.

Frosted foods distributors report that their best customers are institutions and food manufacturers, some of whom are extending and improving their refrigeration facilities. Some use also is being made of sharp-freezing rooms installed by Birmingham Ice & Cold Storage Co. and by the State Docks at Mobile. Strawberries are the principal crop at present.

Ray Hosier, manager of the Fresh Frozen Products Co. of Birmingham and Mobile, said he expects to see the frozen food business develop into large proportions in the South.



REFRIGERATION COMPRESSOR UNITS

— are made in six popular sizes. There are three two-cylinder models, and three four-cylinder models. Study the many outstanding features listed below. There is a model to suit your application.

OUTSTANDING FEATURES

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|-------------------------|---------------------------------|
| ★ Large displacement | ★ Balanced flywheels |
| ★ Slow speed | ★ Fan-spoke flywheels |
| ★ Crankshaft driven | ★ Diamond bored-honed cylinders |
| ★ Three-ring pistons | ★ Hardened crankshafts |
| ★ Removable valve plate | ★ Finned head and cylinders |
| ★ Bull's-eye oil gauge | ★ Crankcase drain plug |

The Par line includes twenty-eight models of complete highsides, a size for every application, from $\frac{1}{4}$ to 20 horsepower.

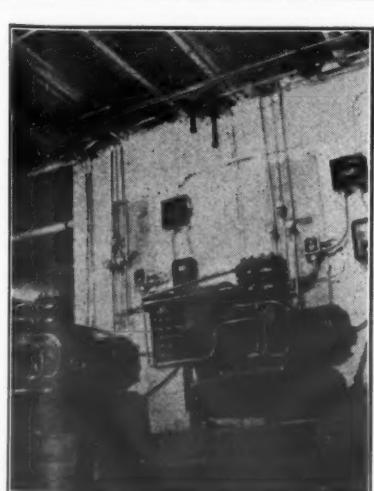


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Kansas City, Missouri	Rochester, New York
Forslund Pump & Machinery Co.	Melchior, Armstrong, Dessau Co.
Long Beach, California	Rockford, Illinois
Refrigeration Supply Distributors	Gustave A. Larson Co.
Birmingham, Alabama	Sacramento, California
Refrigeration Supplies Distributor	Hinshaw Supply Co.
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Melchior, Armstrong, Dessau Co.	California Refrigerator Co.
Brooklyn, New York	Seattle, Washington
Melchior, Armstrong, Dessau Co.	Shreveport, Louisiana
Buffalo, New York	Interstate Electric Co.
Root, Neal & Co.	Sioux City, Iowa
Charleston, W. Virginia	Refrigeration Supply Co.
Air Conditioning & Refrigeration Sup., Inc.	South Bend, Indiana
Chicago, Illinois	F. H. Langenkamp, Inc.
H. W. Blythe Co.	Spokane, Washington
Cincinnati, Ohio	Ditlevson & Evans
Merkel Brothers	Springfield, Illinois
Cleveland, Ohio	Springfield Refrigeration Supply Co.
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McKinley Refrigeration Supply	Montreal, Quebec, Canada
Greensboro, N. Carolina	Railway & Engineering Specialties Ltd.
Home Appliance Serv. Co.	Winnipeg, Man., Canada
Harrisburg, Pennsylvania	Railway & Engineering Specialties, Ltd.
Melchior, Armstrong, Dessau Co.	
Pittsburgh, Pa.	
William Orr Company	

MODERN EQUIPMENT CORPORATION
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"Worm's eye view" of Lipman compressors, showing concrete foundations.

display cases, other for the coolers. Three of the cases are installed adjacent to each other in the meat department, forming a continuous line of display.

The storage coolers also are adjacent to each other, one being an 8 x 10 meat cooler, the other a 6 x 8 dairy cooler.



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Salesmen's Crusade

GEORGE W. MASON, president of the Nash-Kelvinator Corp., has started something which may possibly reverse the current business trend. It all depends on how quickly and how effectively other lines of business take up the challenge.

Mr. Mason's idea, as reported on page 1 of this issue, is a National Salesmen's Crusade. The idea is simplicity itself. Every salesman in his far flung organization pledges himself to make 10 calls daily as a patriotic duty. Moreover, through widespread publicity, mass meetings, and endorsements from public leaders, the prospects on whom the salesman calls may be led to answer the doorbell with at least a friendly welcome and a patient hearing—again as their contribution to a patriotic movement.

Prospects May Welcome Crusading Salesmen

Instead of resenting and resisting the salesman as being just somebody else who is out to take away their hard-come-by money in these parlous times, the housewife, it is hoped, will understand that the salesman has joined an Army of Recovery. He is out to dynamite the log-jam of public apathy which has dammed the stream of business.

If the salesman succeeds, goods will move, national income will rise, times will get better, and everyone, including the housewife will benefit greatly. All she has to do is treat the salesman courteously and give him a chance to tell his story. Naturally, if she follows the presentation through, she may come to see how modernizing the kitchen will actually help her save on her budget.

To salesmen, this plan gives an incentive. Before it came along, there was little inducement to go out after business. Customer resistance was terrific. Times were

tough. "Why go out and bat your head against a stone wall? It only makes you feel worse than you did before. Gloomy stories told by prospects simply strengthened the conviction that there was no point in trying to sell anything. Might as well hang around the showroom waiting for someone to come in looking for something at a cut price."

Gives Salesmen New Incentive To Work

But now salesmen are enlisted in a cause. They are fighting the Forces of Depression. They are battling for the American standard of living. What if they don't get results the first day, or the first week? They'll make 10 calls anyway, for they're in the army now, and they're performing a public service.

This is not just a promotion scheme for one company. It is a Plan for Recovery, designed for the use of everyone engaged in industry and commerce. It is an idea which is at once so simple and so understandable that everyone who hears it seems to catch its significance and appreciate its worth.

Everybody Can Rally 'Round This Slogan

Sales mean jobs!

Now there is a battle cry around which labor, capital, and management can all rally. Everytime a salesman closes a deal, more men can be put to work, and the result is a movement of national scope. Those who have the means and the ability to make jobs are quick to sense any trend which points to better times.

Sales mean jobs. The Crusade can lead to prosperity.

Why Inventories Piled Up

DEFEAT of the Farley-Lewis sponsored C.I.O. ticket in Pennsylvania seems to have been heralded with general rejoicing throughout the country. Nobody has ever really come out in the open and put a finger on the C.I.O. menace as a major cause of the recession, but apparently the people sense it, without having it pointed out to them.

It is rather generally granted that the chief reason why the wheels of business are turning slowly is that in every line of business huge inventories have been carried over from 1937. Until these warehouse stocks can be liquidated, industry can't go ahead with 1938 production.

High Inventories Mean Low Employment

And because 1938 production is stagnant, unemployment has increased, and national income dropped. Thus there is less money available to purchase goods produced either last year or this. Result: a vicious economic cycle, spiralling downward, desperately in need of a psychological stimulus to start business spiralling upward again.

Now, what caused the excessive stocks-on-hand at the beginning of 1938? Were high inventories in evidence in a few scattered industries, one might put it down to bad guesses on the part of executives. But the condition

They'll Do It Every Time . . . by Jimmy Hatlo



prevails in all industries. Hence, we must deduce that there is a common cause.

Take refrigeration and air conditioning, for example. Everybody knows that carry-overs of household refrigerators this year set a new high. It is probably less generally known that out of a reputed 11,000 "package" air-conditioning units turned out in 1937, some 4,000 were left at the year's end.

It cannot be said in the case of these industries, that the stock market collapse and sudden lull in business in the fall of 1937 caught them short. For their selling seasons were practically over when that came.

Fear Of Labor Troubles Caused Overproduction

No, refrigeration and air-conditioning manufacturers and distributors were in the same boat with the rest of American business: they feared drastic labor troubles.

They saw how the C.I.O. and its un-American, illegal strong-arm methods has paralyzed other lines of business. They watched materials costs rise because of increased labor charges. And they did what seemed the sensible thing: they built inventories as a safeguard against a highly ominous future.

This mass action, coupled with the hamstringing effect of government spending, heckling, and taxation, combined to cause a backward-turn in business.

There is a reason to believe that the people of the United States are at last beginning to realize what the radicals and their agitators are doing to their country and their standards of living. For a long time those who opposed Roosevelt, Farley, and John L. Lewis could only cry: "We are losing our Liberty!" Sadly, that didn't seem to matter so much to people who were still a little dizzy from the depression. But now it can be said: "We're losing our income, our business, our jobs!" And that is one cry the people are more likely to heed.

Business recovery, it seems obvious, can be hastened at the polls.

LETTERS

Urge Tax System Be Put Under Microscope

317 Baronne St.
New Orleans, La.

May 18, 1938

Publisher:

My congratulations on your editorial "Beat Them to the Punch." You say that "business and industry are not only fighting for their lives, but they are fighting for America and the American people."

Yes, this is true, and they must not only get their story before the public, but they must examine this whole question from a far more fundamental standpoint than has been even considered up to this time. We have used research to the "Nth" degree in analyzing our production problems but have disdained this same method in still another important field, that of economic research.

I do hope that you will take time to read the attached reprint from the Financial World, March 30, "Our Lop-Sided Taxation," and then I might suggest that at your leisure you get in touch with a very fine gentleman, A. Laurence Smith of 2460 E. Grand Blvd., your city, who, I am told, will lead a movement of the Tax Relief Association. This national organization centers its activities on the State of Michigan.

Maybe I am speaking a little prematurely, but I am quite sure that either now or a little later on, Mr. Smith will have a very interesting story to tell you, as a follow-up of this "Lop-Sided Taxation" article by Mr. Wallis.

Recently the newspaper columnist, Dorothy Thompson, said that this is the only way in which American Capitalism can save itself from destruction, and while she of course is only one voice among many, she happens to be, I believe, the most recent convert among popular writers. W. E. CLEMENT

Distributor Seeks a 3/4-Ton Conditioner

Hieb Equipment Co.
903 Locust St., Des Moines, Iowa

Sirs:

We are looking for manufacturers that make a 3/4-ton air-cooled self-contained room cooler.

In your 1938 Directory D-1 you list a number of such manufacturers.

Some of these are already represented by a distributor, the others we have written to but I believe there is only one we have written to that has a 3/4-ton air-cooling job.

Won't you kindly give us a list of additional manufacturers that can furnish 1/2 to 3/4 ton both air cooled and water-cooled conditioners as we have had a request from a customer who wishes to try out a 3/4-ton job and if it works out wants to buy a quantity of 3/4-ton air conditioners?

JOHN J. HIEB

Surpasses Them All

Wagner's Household Appliances—Music Center
4349 Crenshaw Blvd.
Los Angeles, Calif.

Sirs:

Please find enclosed check for \$4.00 for renewal subscription to pay us up to May 18, 1938. Please send us "Appliance Selling Today" as soon as possible as we are very interested in its contents.

We are a new dealer, having started business Feb. 5, 1938. We are receiving several trade journals and think your magazine surpasses them all by far. As a matter of fact, your magazine is the only one I read from cover to cover. I also use your back issues for reference.

As you will note from the above letter head we also feature a complete line of music. Since reading your magazine we have found out that several other appliance companies are featuring the same thing. We have had quite a bit of success from the leads obtained through our sheet music department, and use that for our mailing lists.

We will close now with hopes for your continued success.

WAGNER'S

'Great' He Calls New Hatlo Cartoon Series

1634 East Duval St.
Philadelphia, Pa.

Editor:

The writer . . . has read religiously every number of your paper since the first issue, and better than that, is still doing the same, with intense interest.

The new cartoon on the editorial page is great!

EARL P. GOODISON

What They Think Of 'Appliance Selling Today'

Hendrie & Bolthoff
1635 17th St., Denver, Colo.

Editor:

We think your new book called "Appliance Selling Today" is a knock-out, and if only read by dealers should prove to be a great help in their sales promotion efforts.

H. L. INGLE

Hopkins Equipment Co., Inc.
418 W. Peachtree St., N.W.
Atlanta, Ga.

Editor:

The book entitled "Appliance Selling Today" is extremely good, and I want five more copies.

W. D. V. HOPKINS

Wisconsin Radio, Refrigeration & Appliance Association
808 N. Market St., Milwaukee, Wis.

Editor:

Let me express my feelings and congratulate those who are responsible for editing and creating, in "Appliance Selling Today," something that offers sound, everyday, plain, workable selling methods. To use today's vernacular, "I think you've got something."

FRANK W. GREUSEL,
President

Municipal Employes Were Not Neglected By Ralph Cameron In 'Crusade'



When Ralph Cameron went out to make Kelvinator sales presentations on the second day of the National Salesman's Crusade in Lincoln, Neb., he walked right into fire and police stations, and even into municipal court. (1 and 2) He tells the "penny" story to firemen. (3 and 4) in court, "telling it to the judge."

THE COLD CANVASS

By B. T. Umor

(Concluded from Page 1, Column 1)

and got down bets at 20 to 1.
Times tough? Heh, heh. Step up to the bar, friend. Times are pretty good in Kansas City.

Twintuplets

Double trouble—that's what Joe Green, advertising manager of Louisville (Ky.) Gas & Electric Co., has had ever since a local newspaper revealed the identity of the stunning identical twins who have been used by the utility to personify gas and electricity, the "twin servants of the home."

All was calm and peaceful as long as "Miss Gas" and "Miss Electricity" remained shielded by anonymity, but ever since their pictures and names appeared in the paper, both the girls and Mr. Green (who is the utility's "poppa" for the twins) have been swamped with mash notes and personal appearance offers for the girls.

Every time Mr. Green's telephone rings he's afraid it's someone else wanting a date.

One Sales Talk —Two Sales

Pick out a prospect who's slightly deaf and the chances are that you'll make two deals with one sales talk.

A General Electric salesman down in Evansville, Ind., went calling on a prospect one warm night not so long ago.



McQUAY AIR CONDITIONERS

New Series, Water Type, for store, office, shop, cafe, beauty parlor, etc. . . . Provides economical means for securing adequate dehumidified cool air for summer comfort. Suspended from ceiling or set upon store fixtures. Easily installed without expensive alterations. . . . Also designed for using Freon.

Write today for new bulletin just off press.

WRITE for New Catalog on McQUAY Unit Coolers, Comfort Coolers, Cabinet Concealed Radiation, Refrigeration Coils, Ice Cube Makers, Air Conditioning Coils, Blast Coils, Combination Heating and Cooling Units, Suspended and Floor Type Blower Coolers, Cabinet Floor Type Room Coolers, Etc.

McQUAY INC.
MINNEAPOLIS, MINNESOTA.

The salesman met the prospect out in front of the latter's home and began his sales talk.

"You'll have to talk loud, young feller," said the prospect. "My hearing ain't what it used to be."

The salesman started in again.

"A little louder," the prospect interrupted.

With greater volume the salesman again launched into his talk. The neighbors looked up and took notice.

Finally the salesman concluded his efforts and came away with a signed order. As he turned along the sidewalk, a woman on the opposite side of the street called from the porch of her home:

"Are you the G-E salesman?"

"I am," he replied, going over to the house.

"I've been thinking of buying a refrigerator and . . ." began the lady.

Promptly the salesman started in on his sales talk, but the woman cut him short.

"Never mind going over all that again," she said. "I heard every word you were saying just now across the street. All I want to know is what size refrigerator you think I ought to have."

Winchell

Rudge & Guenzell, big department store in Lincoln, Neb., which handles Kelvinator, has a merchandising manager by the name of Winchell (I. H.). And like the famous Walter, I. H. knows a good story when he hears one.

It seems, he relates, that a Mrs. H. G. Gardiner of Lincoln heard all the to-do about the National Salesman's Crusade, and couldn't resist getting in on it herself. She telephoned Rudge & Guenzel, said she wanted to do her part, and asked that a salesman call on her.

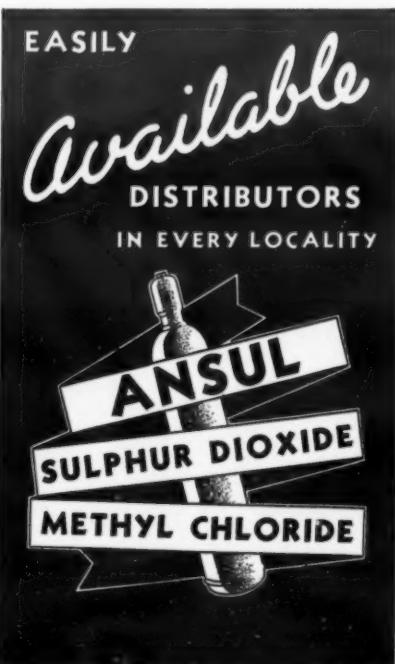
Next day a gleaming new refrigerator graced her kitchen.

Newspaper

Another good yarn to come out of Lincoln is about the newsboy who approached President George W. Mason of Kelvinator and said:

"Look: I've joined your crusade. Why don't you buy one copy of my paper for every member of your organization here?"

Mr. Mason ordered 100 copies.



Standard Statistics Sees Bright Spot In Reduction Of Factory Inventories

NEW YORK CITY—Most hopeful element in the not-especially-encouraging prospects for household furnishings in the immediate future is the fact that inventories are being reduced, reports Standard Statistics Co. in its current survey.

Early future prospects for manufacturers of household furnishings are none too bright, in view of the low level of public purchasing power and the consequent deferring of demand for durable semi-luxury products, the report says. The uptrend in residential building in March offers ground only for qualified optimism, it states, since it is still uncertain whether this trend will carry through.

Bulk of the demand for household furnishings is replacement, the survey states, but the trend nevertheless follows closely the rate of residential building activity.

Factory inventories are believed to be not much greater than normal, and retailers' stocks have been reduced, in most cases, below last year's level, the report says. It is estimated that by the end of May, rather general replenishment purchases by retailers will be necessary.

Some price weakness has developed since the first of the year, the survey notes, with concessions in furniture understood as having been quite general. With the exception of the lum-

ber used by the furniture makers, most other raw materials for household furnishings have declined only moderately in recent months, it is pointed out.

With labor costs and taxes higher than a year ago, and overhead per unit greatly increased by the lowering of volume, any price reductions would mean further narrowing of operating margins, which are at present insufficient for profitable operation in a large number of cases, the survey reports.

Manufacturers have repeatedly stated that no further price reductions are contemplated, the report states, and the efficacy of price reductions at this time in stimulating demand is doubtful. Nevertheless, it is stated, the possibility of lower prices and consequently narrowed margins is still present.



*That's the
correct answer
in INSULATION*

1. Light Weight (from 1 1/4 lb. per cu. ft. up)
2. Non-Inflammability
3. Extremely Low Moisture Absorption
4. High Insulating Value
5. Freedom from Rotting
6. Rodent-, Vermin- and Termite-Proof
7. Fungus- and Bacteria-Proof
8. Permanence
9. Sulphur-Free and Non-Corrosive
10. Resistance to Acids
11. Resiliency and Flexibility (Non-Settling)
12. Sound Absorption
13. Freedom from Odors
14. Non-Absorption of Odors
15. Ease and Economy of Installation

No matter which way you figure it, there's only one answer when insulation is considered—it's Fiberglas, the modern insulating material. A *test-tube* product of the research and experimental laboratories of Owens-Illinois... A product proven in the construction of such things as Buses, Stoves, Locomotives, Boilers, Refrigerator Cars, Ships and numerous other fields over a period of years. You can utilize its many advantages to increase the efficiency and reduce the operating cost of your product... Write to the Industrial and Structural Products Division... Owens-Illinois Glass Company, Toledo, Ohio for samples and complete data.

FIBERGLAS Insulating Wool is manufactured by the OWENS-ILLINOIS GLASS COMPANY... world's largest manufacturers of GLASS CONTAINERS, and producers of FIBERGLAS Insulating Blankets and Electrical Insulation, DUST-STOP Replacement-Type Air Filters and INSULUX Glass Block.

OWENS-ILLINOIS
Fiberglas
THE MODERN INSULATION

Air Conditioning

March Orders For Air Conditioning Up Over Feb., Drop Sharply From 1937

WASHINGTON, D. C.—Value of orders for air-conditioning systems and equipment booked during March by 125 identical manufacturers totaled \$3,883,581, an increase of 5.6% over the total of \$3,677,370 for February, according to statistics compiled by Director William L. Austin, Bureau of the Census, U. S. Department of Commerce.

March orders in the air-conditioning group, which includes unit and central-station type systems for both human comfort and industrial uses, as well as air washers, filters, and humidifiers, totaled \$2,169,820. This compares with \$5,744,241 in March

of last year, which in turn was greater than the total of \$5,523,604 registered in the group for the entire first quarter of 1938.

Self-contained systems showed the greatest total for the month, \$786,380, with unit systems not self-contained totaling \$671,630 and central-station type systems for human comfort, \$448,653. Orders booked for humidifiers during March totaled \$57,708, while air washer orders were \$42,310.

In the fan group, orders booked during March totaled \$1,090,808, compared with \$1,841,346 during the same month last year.

Item	Value of Orders Booked March, 1938	March, 1937	Total 3 Mos. Jan.-Mar. 1938
Total	\$3,883,581	\$8,632,193	\$10,216,825
Air Conditioning Group—Total	2,169,820	5,744,241	5,523,604
Unit Systems			
Self-contained (shipped substantially complete)	786,380	1,154,521	1,456,084
Not self-contained (shipped in sections), including refrigerating or cooling medium	671,630	1,327,605	1,539,735
Central-station Systems, excluding installation if installed			
Human comfort (including refrigerating or cooling medium sold separately or otherwise for air conditioning)*	448,653	2,385,955	1,687,628
Industrial (including refrigerating or cooling medium sold separately or otherwise for air conditioning)*	66,930	145,633	207,132
Refrigerating or cooling medium sold to contractors or other distributing outlets (not manufacturing air-conditioning equipment) for air-conditioning systems, when such knowledge as to the application is available	75,412	378,684	240,730
Air washers, including pumps and motors and control where furnished	42,310	146,612	119,635
Air filters (not including sales of filters used with machinery other than fans)	20,797	34,542	65,202
Humidifiers	57,708	170,689	207,458
Fan Group—Total	\$1,090,808	\$1,841,346	\$2,813,713
Fans, including bearings, pulleys or couplings (if furnished)			
For public and semi-public buildings	184,460	200,310	518,379
For general industrial uses	243,015	691,028	708,722
For mechanical draft	114,988	304,796	209,805
For jobbers stocks and unknown uses	81,719	121,747	194,754
Small housed and propeller fans			
Direct connected small housed blowers with motors and control (merchandise motors)	88,972	143,084	318,588
Propeller fans, direct connected and belted (for ventilation only)	225,166	236,949	523,952
Driving mechanism for general fan use (not reported above)			
Electric motors and controllers (manufactured or jobbed)	123,351	90,046	303,242
Steam engines and turbines (manufactured or jobbed)	29,137	53,386	36,271
Unit Heater Group—Total	\$622,953	\$1,046,606	\$1,879,508
Industrial Type Unit Heaters, including heating element and motors where furnished			
Equipped with blower-type (centrifugal) fans	96,619	177,576	260,354
Equipped with propeller-type fans	191,936	319,271	721,668
School Room Type Unit Heaters, including heating element and motors and control where furnished	189,858	197,210	544,684
Indirect Heating Surface (not including unit heater surface)			
Steel pipe coil type (manufactured or jobbed)	49	7,828	8,021
Cast iron type (manufactured or jobbed)	10,332	15,034	17,724
Copper or aluminum type (manufactured or jobbed)	134,159	329,687	327,057

*Includes incidental equipment, such as temperature, motor, humidity, and electrical controls, dampers, outlets, etc., as are sold with each.

Increases In Employes' Efficiency Reported By Los Angeles Drug Chains

LOS ANGELES—Air conditioning is proving an asset in both customer patronage and goodwill and employe efficiency to two of Los Angeles' largest drug chains, officials of the organizations declare.

About 25% of the Sontag Drug Stores in the Los Angeles district are already completely air conditioned, and air-conditioning equipment is being specified in the standard design for all new stores. In every one of the 13 installations made to date, results have been highly gratifying, according to M. Root, supervisor for the company.

CUSTOMERS RESPOND

"Air conditioning has brought us a definite increase in sales, and at the same time has radically improved employe efficiency," says Mr. Root. "Of course, the most obvious benefit from a sales standpoint comes in the soda fountain or restaurant department, because people eating meals are in the store longer than customers of any other type. However, we trace increases in all departments partially to air conditioning. We feel it's a service that customers really respond to very favorably."

"Los Angeles is a city in which efficiency counts for a great deal. People are used to service and they expect it. Clerks who are worn out, due to excessive temperatures, can't give that service. So, from an employe standpoint, we consider our air-conditioning investment well justified. Our people in the air-conditioned stores are fresh and efficient throughout the day."

MERCHANDISE BETTER

The other large drug chain in this district has installed air conditioning in 11 of its 35 stores. While this concern has gone into air conditioning only as a competitive proposition—in the locations where immediate competition features air conditioning—the management has been well pleased with results.

Says one company official: "Besides providing the obvious benefits of pleasing customers and making our employes more efficient on hot days, air-conditioning equipment has enabled us to keep our merchandise in better condition and to avoid a great deal of cleaning work. Shelves and stock that formerly had to be gone over once a day now require it only once or twice a week. And we're able to carry candy in the summer while we formerly found it impossible to handle."

Detroit Dealers Put On Own Show



(This picture courtesy Detroit Free Press)

Phyllis Jones (left), who graces the offices of the Airtemp Construction Corp., Michigan distributor for Airtemp; and Mildred Miller (right) (we may let you see her if you visit the offices of Air Conditioning & Refrigeration News) coax a big grin out of Detroit's dapper mayor, Richard "Dick" Reading as he pulls the switch which opened the week-long show sponsored by the Air Conditioning Association of Michigan.



Among those who were active in sponsoring the show were C. N. Lewis of the R. L. Spitzley Co., Delco-Frigidaire dealer; S. S. Sanford, Detroit Edison Co.; R. C. Doremus, Detroit Ice Machine Co., Frick distributor; A. D. McLay, Detroit Edison Co.; and Henry Knowlton, Jr., Air Conditioning & Refrigeration News. The show was held in one of the Detroit Edison Co.'s buildings.

Colby Is Vice President Of Air Devices Corp.

MERIDEN, Conn.—C. W. Colby of Holyoke, Mass., has been named vice president and general manager of Air Devices Corp., air-conditioning equipment manufacturer here. Mr. Colby has been a heating engineer for a number of years.

U. S. Equipment Conditions Rio De Janeiro Theater

RIO DE JANEIRO, Brazil—Completely air conditioned with American-made equipment, the new Sao Luiz theater, one of the largest and most modern motion picture houses in the country, has been opened here.

Milwaukee Plans Survey To Eliminate Reported Drafts In Theaters

MILWAUKEE—With a view to eliminating reported blasts of cold air from ducts, a survey of theater air-conditioning equipment in Milwaukee will be made under the direction of Health Commissioner John P. Koehler. The step was taken following complaints of some theatergoers that they had been chilled and caught colds as a result of drafts.

The health department will obtain the assistance of a member of the city engineer's staff or will engage an engineering firm for the survey.

Improvements will be suggested to theater operators.

100,000,000 AMERICANS want relief from hot weather suffering . . . 1,000,000 Can Afford Pleasantaire This Summer

FIVE MILLION SUSPECTS . . . one million prospects . . . for Pleasantaire Conditioning are within the borders of these United States. But they will not come to the store to purchase. Not yet. But you can sell them if you ask them to buy . . .

ANY DEALER CAN CASH IN on this enormous but dormant demand, provided, (1) he is foresighted enough to stock the product and (2) provided he will sell the hard but sure way—the cold census of the largest number of prospects possible . . . by demonstrations on prospects' own premises.

THE PRODUCT IS RIGHT . . . the price is RIGHT . . . dealer discounts are large. The "Pleasantaire Package Plan" of selling takes the dealer by the hand and leads him along the proved merchandising road of sure room cooler profits.

BELIEVERS, DOUBTERS, THOSE ONLY CURIOUS—write Pleasantaire Headquarters for full details. Every appliance dealer can and should sell 1 to 10 Pleasantaires this summer.

PLEASANTAIRE CORPORATION

1623 Connecticut Avenue

WASHINGTON

Engineers demand
PERFECT VALVE PERFORMANCE
on ALL types of installations

THAT IS WHY

THEY SPECIFY...

Sporlan

They know that only Sporlan offers valves for all refrigerants specifically designed to fit each and every type of application.

★ COMMERCIAL REFRIGERATION APPLICATIONS

Display Cases . . . Walk-In Coolers . . . Water Coolers.

★ LOW TEMPERATURE APPLICATIONS

Hardening Rooms . . . Ice Cream Cabinets . . . Refrigerated Trucks.

★ INDUSTRIAL REFRIGERATION APPLICATIONS

Liquid Coolers . . . Cold Storage Rooms . . . Process Refrigeration.

★ AIR-CONDITIONING APPLICATIONS

for PERFECT PERFORMANCE
Standardize on...

SPORLAN THERMOSTATIC EXPANSION VALVES
SPOEHRER-LANGE COMPANY
3725 COMMONWEALTH AVENUE • ST. LOUIS, MISSOURI

Service Methods

Recent Experimental Research Indicates That An Air Pressure Method Of Refrigerant Transfer May Do Harm To the System

148 Halsted St.
East Orange, N. J.

Editor:

I can understand lovers finding the longest way around the sweetest way home, but these Rube Goldberg refrigerant transfer devices you describe are tops.

Refrigerants may be transferred very rapidly from one cylinder to another without bothering about temperature differentials, by applying air pressure.

WALTER E. CARPENTER

Answer: There's no doubt that applying air pressure will force the liquid refrigerant from the large cylinder to the charging stand cylinder and thence to the condensing unit or service cylinder, but the use of air for this purpose may involve some future difficulties.

It seems that we all shared the opinion that air rises to the top and remains above liquid refrigerant in a cylinder, liquid receiver, or condenser, much like cream floats on the top of milk.

DR. WALKER'S FINDINGS

However, Dr. Walker, Ansul Chemical Co.'s chief chemist, recently performed some interesting experiments with air and refrigerants, the results of which show rather conclusively that air does not separate from the refrigerant but mixes with it, and consequently cannot be purged off the top.

If Dr. Walker's findings are correct, it would suggest that any method of charging that incorporated air pressure within the refrigerant chamber might allow a mixture of air and refrigerant to be charged into the system, which is hardly a good thing.

CRISSMAN'S PLAN

While discussing the matter of rapid refrigerant transfer methods it might do to explain a rather expensive but extremely rapid and satisfactory hook-up designed by M. Crissman, service manager of Southern Dairies Co., Washington, D. C., and now in operation there.

The hook-up is shown in Fig. 1. Its operation anticipates that a known amount of refrigerant is to be charged into the service cylinder or unit being charged.

The operation of this setup is as follows:

PROCEDURE

1. Assume 5 lbs. of refrigerant is to be charged into service cylinder. (Any quantity, within the capacity limits of the charging cylinder, may be selected.)

2. Open valves "A" and "C." Liquid from storage cylinder will flow into charging cylinder. When pressure equalizes and liquid flow slows down, open valve "E."

3. With valve "E" open slightly, pressure will respond on low-pressure control and start the compressor.

4. With the compressor in operation the pressure will be reduced on charging cylinder and it will fill with the desired amount of liquid very rapidly.

5. When charging cylinder is filled, close valves "E" and "C."

6. When valve "E" is closed, the

compressor pulls down to a vacuum and stops.

7. The refrigerant pumped over by the compressor has built up a higher pressure in the hot gas receiver.

8. At this point, open valves "D" and "B," and the higher pressure from the hot gas receiver will cause the service cylinder to fill rapidly.

9. Repeat the above procedure as often as required.

The high pressure cut-out in the dual pressure control is to prevent excessive pressure in the hot gas receiver.

Dealer Tells Worth Of 'Selling Serviceman'

JACKSON, Tenn.—A "selling serviceman" is, in the opinion of W. R. Fenner, who owns and manages Fenner Radio & Electric Co., one of the best selling aids that any appliance store can have.

"The serviceman, more than anyone else," he points out, "is in a position to find out just what appliances a home contains, to determine the age and condition of each appliance, and to size up the character and degree of responsibility of the family involved.

"This information gives the serviceman a background at each prospect which the appliance salesman seldom is able to obtain. And this background, combined with a fair degree of sales ability, is bound to get results.

"So the appliance dealer who can find a top-notch serviceman who is ready, willing, and able to sell appliances as well as service them, doubtless will unearth a hitherto unsuspected and untouched market for appliance sales."

J. B. Wittrup Heads Chicago Branch For Manhattan

PASSAIC, N. J.—J. B. Wittrup has been appointed manager of the Chicago branch of Manhattan Rubber Mfg. division of Raybestos-Manhattan, Inc., manufacturer of mechanical rubber goods.

Mr. Wittrup, who has been with the Manhattan division for 23 years, will serve under John H. Merrell, vice president of Raybestos-Manhattan in charge of sales in the midwestern district.

Service Firm Organized In Sioux City, Iowa

SIOUX CITY, Iowa—National Refrigeration Service, Inc., has been organized here to operate a mechanical and electrical wholesale and retail business. Officers of the firm are O. C. Mayes, president; Agnes Harris, vice president; and G. W. Hays, secretary-treasurer.

Anaconda Copper Refrigeration Tubes

Easily bent!

ANACONDA
COPPER TUBES



THE AMERICAN BRASS CO.
FRENCH SMALL TUBE BRANCH
General Offices Waterbury, Conn.

Fig. 1—New Type Transfer Setup

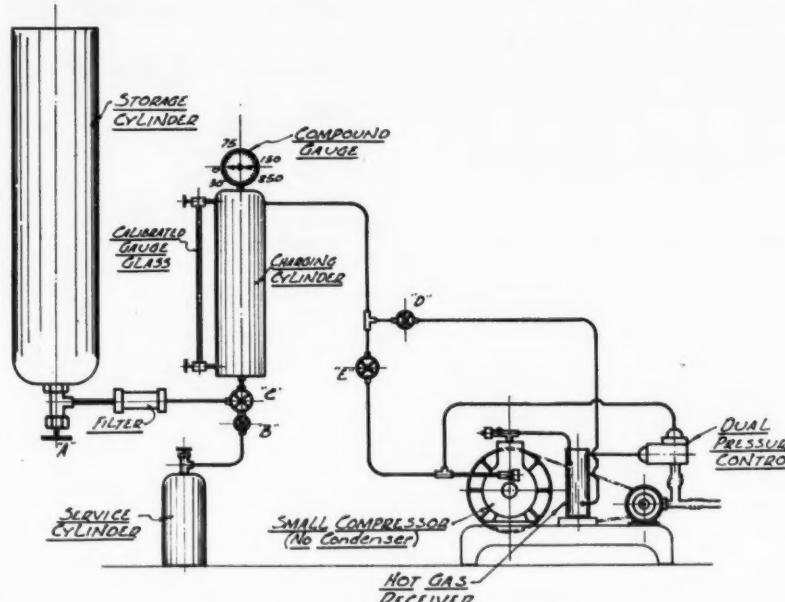


Fig. 1—A refrigerant transfer hook-up in which a small compressor is used to provide a fast and safe way of transferring the refrigerant from a storage cylinder.

G. A. Wegner Joins Factory Staff Of Penn Electric

neers of Penn Electric Switch Co., R. H. Luscombe, sales manager, has announced.

During his work in the control and accessory fields, Mr. Wegner has contacted buyers and users in Minnesota, North Dakota, South Dakota, Montana, Nebraska, Iowa, and parts of Wisconsin and Illinois. In his new capacity with Penn, he will work as a factory sales engineer out of the company's headquarters here.

New Air Purifier For Homes Introduced

CINCINNATI—A new type of air-purifying device, called the "Hom-Ozone," designed to remove odors from the air in enclosed spaces, has been announced by Automatic Electrical Devices Co.

Three models comprise the line: Model A, priced at \$21.50; model B, priced at \$27.50; and model C, priced at \$42.50. Prices quoted are list, and apply only in the United States east of the Rocky Mountains and to models operating on 110-120 volt, 50 or 60 cycle alternating current.

Model A has a white enameled, all-metal cabinet, is readily portable, may be mounted on wall, and is for use in kitchens, bathrooms, sick-rooms, bedrooms, and for hospital, theater, and other commercial uses.

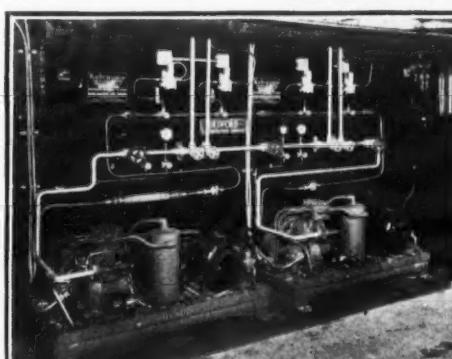
Differing from Model A only in that it is contained in a two-tone walnut finished wooden cabinet, Model B is designed for home, office, hotel, club, and similar uses.

Model C is a more elaborate unit, being housed in a wooden cabinet with end-table top, rounded corner shelves for holding books, and a cupboard directly under the unit. This model, designed particularly as an article of furniture for the home, may also be used in private offices.

The HomOzone plugs into an electrical outlet and by the action of electrical discharges converts part of the room oxygen into ozone, the company claims. This is a change in which odors are destroyed, it is said.

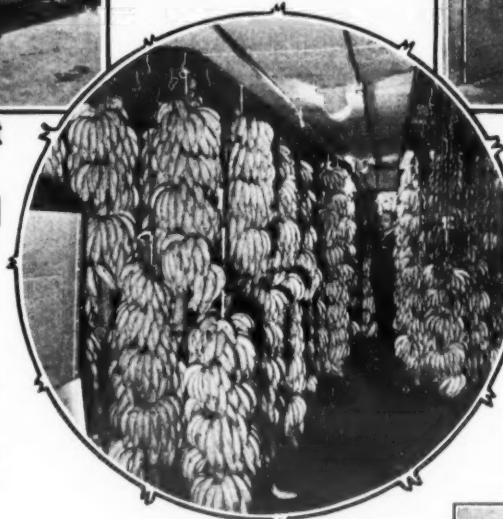
Controlled

BANANA RIPENING with . . .



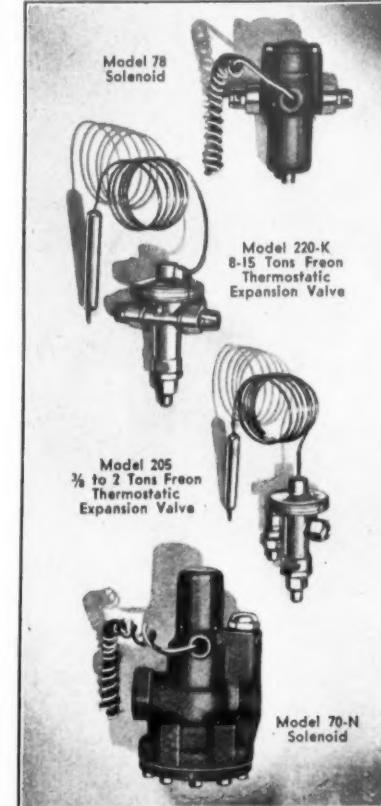
↑ Kelvinator Refrigeration Unit
installed by
**BEDFORD REFRIGERATION
SERVICE**
Brooklyn, N. Y.

Valves - Solenoid
Purchased through
**PERRY METAL PRODUCTS
COMPANY**
1127 Atlantic Avenue
Brooklyn, N. Y.



One of the
Banana Conditioning and
Ripening Rooms of
SMILEN BROS.
Brooklyn, N. Y.

A "Battery" of SMILEN
Banana Ripening
Rooms



Ripening Bananas is a test for any Air Conditioning Equipment. The need for constant and exact temperature and humidity, without fluctuations, demands much of control equipment. Here A-P Valves are doing the job to the complete satisfaction of the owner and installing and service engineers.

The ability of A-P Valves to react to small temperature changes—to assure positive opening and closing—to provide leak-proof service-free operation over a long period of use has given them a reputation that forces demand for every responsible installation.

• AUTOMATIC PRODUCTS COMPANY
2450 NORTH THIRTY-SECOND STREET MILWAUKEE, WISCONSIN

DEPENDABLE

THE BYWORD FOR A-P VALVES

Jobber Activities

M. J. Morell and Dave Henry Join Staff Of J. M. Oberc, Inc. In Special Capacities

DETROIT—M. J. Morell has been named office and credit manager, and Dave Henry has been appointed special field representative of J. M. Oberc, Inc., refrigeration supply jobber, according to Joe Oberc, president of the company.

Mr. Morell, formerly with Kelvinator Corp. and also associated with the late W. D. Mercer, more recently was employed in the accounting department of Norge division, Borg-Warner Corp.

Mr. Henry's most recent connection before joining the Oberc organization was with the sales department of Detroit Lubricator Co. Prior to this, he was a member of the commercial application department of Kelvinator Corp. and also of the commercial sales application department of Copeland Refrigeration Corp.

In his new position, he will contact distributors, dealers, contractors, and service engineers in the lower peninsula of Michigan and in Lucas

county, Ohio, the territory covered by the Oberc organization.

E. H. Davey is secretary of the company and assistant to Mr. Oberc.

Lines handled by this firm include products manufactured by Ansul Chemical Co., Peerless of America, Inc., Kerotest Mfg. Co., Detroit Lubricator Co., Penn Electric Switch Co., Ranco, Inc., Minneapolis-Honeywell Regulator Co., Automatic Products Co., Dole Refrigerating Co., Wolverine Tube Co., Copeland Refrigeration Corp., Henry Valve Co., Universal Cooler Corp.

NEW CATALOG PLANNED

A new 200-page catalog of all products handled by J. M. Oberc, Inc., is expected to be off the press shortly.

Main office and warehouse of the company are located in a fireproof, one-story, 50 x 100-ft. building. A free parking lot adjacent to the company is available to customers.

The company confines itself strictly to the distribution of refrigeration and air-conditioning supplies and accessories. No lines foreign to the refrigeration and air-conditioning field are handled. Mr. Oberc states that every member of his organization has had some sort of previous training or practical experience in some branch of the refrigeration industry.

Mr. Oberc entered the jobbing business in 1933 when he formed a company under the name of Refrigeration Accessory & Supply Co. The name later was changed to J. M. Oberc, Inc.

SUPPLIES • PARTS • TOOLS

Refrigeration — Air Conditioning
Oil Burner — Stoker

Write for Our New Catalog
VINCENT BRASS & COPPER CO.
100 North Second St., Minneapolis, Minn.

Anaconda Copper Refrigeration Tubes

Unusually long lengths!



THE AMERICAN BRASS CO.
FRENCH SMALL TUBE BRANCH
General Offices: Waterbury, Conn.



Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.

THE DAYTON RUBBER MFG. CO., DAYTON, OHIO
World's Largest Manufacturer of V-Belts

PREST-O-LITE TORCHES

Take advantage of
their small size and
light weight...

Prest-O-Lite A-6107 Torch
(Illustrated), price . . . \$2.50

Prest-O-Lite* Torches make work on overhead jobs easier, faster and more economical. These modern torches can be handled as easily as your strip of solder, and they operate efficiently in whatever position they are held.

Your jobber will gladly demonstrate the complete line of Prest-O-Lite Torches. Call him or write to us.

*Trade-Mark

THE LINDE AIR PRODUCTS COMPANY
Unit of Union Carbide and Carbon Corporation

UCC
New York and Provincial Cities
In Canada: Dominion Oxygen Company, Limited, Toronto

PREST-O-LITE GAS
Prest-O-Lite Gas is readily obtainable through thousands of Prest-O-Lite Exchange Service Stations.

Refrigeration Parts & Supply Co. Opens In Denver as Jobber

DENVER—Refrigeration Parts & Supply Co. opened May 23 at 1521 16th St. here as an exclusive jobber of refrigeration and air-conditioning supplies.

In this capacity, the new firm will endeavor to make available to distributors, dealers, service engineers, service men, and contractors of this area, a complete assemblage of all material and products which they may need for their refrigeration and air-conditioning work, in addition to any advice or suggestions which they may desire.

The firm will operate on a strictly wholesale basis and will not handle any product or service which will place it in competition with the dealer or service man.

Out-of-town customers of the company are invited to make the firm's offices their headquarters when stopping in Denver, and the company also guarantees these customers one-day service on all mail orders.

The company offers to furnish estimates and specifications on coils, compressors, or controls for any application.

A catalog of products handled by the company, which will include parts and supplies produced by the country's leading manufacturers, will be available soon.

Partial list of items in stock and ready for shipment, as listed by the jobber, follows: Imperial fittings, shut-off valves, tubing, and tools; Detroit valves and controls; Rotary seals; Perfection replacement compressor parts; coils and compressors; Gates belts; Ranco controls; Chicago-Wilcox gaskets; Taylor and Carroll thermometers; Bonney tools; American Injector two-temperature, snap-action valves; sulphur dioxide, methyl chloride, and Freon refrigerants.

'No Business' Is Order Of Business For '1875 Club' Gathering

NEW YORK CITY—The "1875 Club," an informal organization composed of the New York City representatives of several companies in the manufacturing end of the refrigeration and air-conditioning parts business, held its spring meeting at the French Casino on May 9.

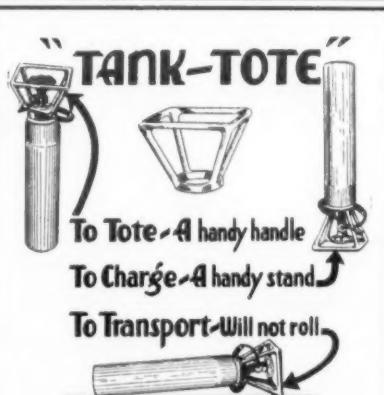
"Order of business" announced for the evening was:

- 1. Assemble in private rooms for cocktails or the like.
- 2. Old business to be discussed . . . none.
- 3. New business to be discussed . . . none.
- 4. Any kind of business to be discussed . . . none.

5. Adjournment to the main dining room for a snack and a glimpse of the new Ice Show, which opened a few nights before.

6. All respectable married men leave for home. Others can remain to heckle the cash customers, entertainers, or casual passers-by."

Frank Haag, manager of the New York branch of Feeders Mfg. Co., was chairman of the affair.



Here is a new patented malleable iron casting that makes handling refrigeration cylinders a pleasure.

Order from your Supply Jobber or direct

\$1.70 each

LANCE UNDERHILL
1458 State St., Schenectady, N. Y.

The Elements Of a Jobber's Business



M. J. Morell (extreme left) and Dave Henry (second from left), recently appointed office manager and field representative, respectively, of J. M. Oberc, Inc., Detroit refrigeration supply jobber, talk things over with their boss, Joe Oberc (extreme right), and his assistant, E. H. Davey.



Office of J. M. Oberc, Inc. It is here that Oberc officials hold sway, that all company records are kept, and that most business is transacted. Mr. Oberc himself is seated at the desk in extreme rear of the office.



So you want to buy some parts? Then here is where your name goes down on the dotted line. This is the Oberc order counter, behind which extends the stock room. From somewhere within this maze, one of the white-coated attendants will quickly produce the article you desire.



Or maybe you want the equipment shipped to you. If so, your order is carefully assembled, checked, and packed here in the Oberc shipping room, before being sent out.

Artic
REG. U. S. PAT. OFF.
(DU PONT METHYL CHLORIDE)

COAST-TO-COAST DISTRIBUTION—The standard Methyl Chloride, Stocked in standard and special 20-lb. containers for prompt delivery at 65 stock points in 46 cities; also Cuba, Mexico and Hawaiian Islands.



THE R. & H. CHEMICALS DEPARTMENT
E. I. DU PONT DE NEMOURS & CO., INC.
WILMINGTON • DELAWARE



Write for free copies of "ARTIC Service News" containing list of authorized distributors and stocking points, and current information about refrigeration.

Air Conditioning

Where Air-Conditioning Systems Were Installed In San Antonio In 1937

(Data Furnished by San Antonio Public Service Co.)

Name	Manufacturer or Type	Hp.
Department Stores		
Thom McAn Shoe Store No. 1	Carrier	8.5
Thom McAn Shoe Store No. 2	Carrier	8.5
Rhealee Hat Shop	Carrier	13
Peyton's Ready-to-Wear	Carrier	25
Lerner Stores	Westinghouse	17.25
Carl's	Carrier	30
Magee Brothers	York	13.5
Chandler's Boot Shop	Carrier	12.5
F. W. Woolworth Co.	York	175
McCrory Stores Corp.	Frigidaire	105
Grayson's Shop	Curtis	17
Franklin's Ready-to-Wear	Carrier	12
Shaw's Jewelry Co.	Carrier	12.5
Mayfair Shops	Frigidaire	6
Allen Shoe Store	Westinghouse	18
Clubs, Etc.		
Roosevelt Bar	Westinghouse	30
Alamo Club	(Evaporative Cooling)	6
Restaurants, Coffee Shops & Cafeterias		
Terminal Coffee Shop	York	13
Alps Cafe No. 2	Carrier	18
Pig Stand No. 24	York	6.75
Pig Stand No. 29	York	6.75
Blackstone Cafe	Carrier	8.5
Office Buildings		
San Antonio Public Service Co.	York	241
U. S. Post Office	York	535
Individual Offices		
Fehr Baking Co.	Carrier	8
San Antonio Brewery	York	2
U. S. Government—Kelly Field	Airtemp	3
Paramount Pictures Co.	Frigidaire	12.5
Trottner Iron & Metal Co.	Frigidaire	3.25
Straus-Frank Co.	Frigidaire	12
Dr. B. H. Passmore	Airtemp	.75
Winerich Motor Sales Co.	Norge	1
R. W. Barnes Co.	Kelvinator	1
Clemens Printing Co.	Airtemp	.75
Builders Supply Co.	Kelvinator	.75
Carroll Cartwright, Inc.	Airtemp	.75
Dr. W. D. Gill	York	.75
Dr. W. D. Gill	York	1
Dr. Royal Calder	Westinghouse	.5
Hotels		
Plaza Hotel	Frick	475
Gunter	Carrier	400
Funeral Homes		
Porter Loring	Frigidaire	12.5
Riebe Undertaking Co.	Carrier	12.5
Drug Stores		
Sommers Drug Store No. 5	(Evaporative Cooling)	10
Residences		
H. K. Webb	Frigidaire	5.5
Reagan Houston	York	12.5
L. F. Haller	Strang	2
Herman Kampman	Airtemp	.75
General E. Hinds	Airtemp	.75
Park Street	Kelvinator	.5
Ben A. Johnson	York	1
J. E. Mowinkle	York	.75
Alex Pomerantz	York	.75
H. Lutcher Brown	General Electric	2
Sylvan Lang	Frigidaire	1
J. H. Kirkpatrick	Airtemp	.75

SERVEL COMMERCIAL REFRIGERATION AND AIR CONDITIONING

SPECIALISTS IN DEVELOPING PRODUCTS FOR DIFFICULT INSTALLATIONS

GRIPPER COMMERCIAL REFRIGERATION

Send your problem to GR-Lipman engineers for their recommendations.

GENERAL REFRIGERATION CORPORATION
Dept. F-1, Beloit, Wisconsin, U.S.A.

Air Conditioning Will Break 'Obsolescence' In

Home Building, Boulware Tells Gas Convention

NEW ORLEANS—Air conditioning is "the straw which will break the camel's back" of present-day obsolescence in home building, L. R. Boulware, vice president and general manager of Carrier Corp., said in an address before the American Gas Association convention here.

Mr. Boulware said that, despite all the scientific advances made in other fields, "we occupy a residence today that is different in no important particular from the homes built in this country two or three centuries ago. With an almost Chinese reverence for the past," he explained, "we

have refused to take advantage of utility service, inside plumbing, and central heating, with their possibilities for changing the form, arrangement, function, convenience, and cost of residences.

"To my mind, air conditioning is the straw which will finally break the camel's back of resistance to the obsolescence that has been accumulating for centuries."

When the public finally "wakes up," Mr. Boulware said, the long awaited building of needed additional homes will take place, and "we will witness a far greater market in the

re-housing of a vast percentage of our present population in new homes that really take advantage of our scientific advance.

Mr. Boulware suggested five ways in which the gas industry could "realize" upon its opportunity in air conditioning.

These were: (1) air conditioning of its own offices and display rooms for consistency, efficiency of personnel, and comfort of customers; (2) advertising air conditioning; (3) revising rate schedules to compete with other fuels and services; (4) promote air conditioning in the dehydration field, and equipping itself to do occasional routine servicing; and (5) take advantage of opportunities for industrial, commercial, and residential heating and cooling.

THE BUYER'S GUIDE



486 ICE CUBES PER FREEZING

With The Peerless Flash Freezer

The Peerless Flash Freezer will manufacture 486 cubes per freezing—nearly 50 lbs. of ice—up to four freezings per day, easily, depending on compressor capacity.

The freezing unit is of polished aluminum construction with heavy duty aluminum trays encased in a modern steel cabinet, well insulated and attractively finished.

This is the unit your customers want. It makes all the ice cubes they need—when they need them and where they need them.

PEERLESS of AMERICA, Inc.

ESTABLISHED IN 1912 AS THE PEERLESS ICE MACHINE CO.

Main Factory—General Offices
New York Factory 515 West 35th Street Chicago Pacific Coast Factory
43-20 34th Street Long Island City 3000 S. Main Street Los Angeles

BUY PEERLESS FOR PERFORMANCE



Beyond COMPARISON

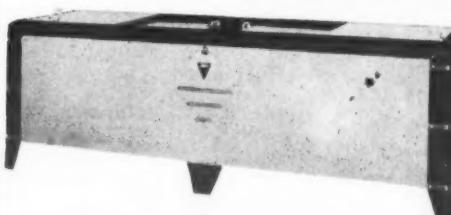
PELCO gives the buyer twice as much—that's why it's beyond comparison as a profit-maker for you. Any place selling bottled beverages is a prospect for PELCO with its enormous hourly capacity. PELCO makes its own floating ice automatically as needed and given in addition a roomy refrigerator compartment below . . . requires no more installation than plugging it into a light socket. PELCO makes profits for the user—operates on a few cents a day—that's why it's profitable for you to sell.

PELCO is a clean, sweet, manufacturing job that lets you make a profit and KEEP it. CASH IN on the Super-powered PELCO NOW—write for all the facts. Address Desk A-58.

PELCO
Electric Beverage & Beverage-Food Coolers

Refrigeration Division
PORTABLE ELEVATOR MFG. CO.
BLOOMINGTON, ILLINOIS
In Canada, UNIVERSAL COOLER CO. of CANADA, LTD. BRANTFORD, ONTARIO

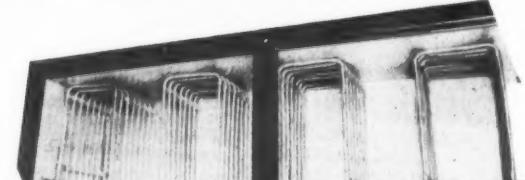
THE IDEAL SPEED COOLER



Compartments

Capacity

Fast Cooling



COMPARE against anything on the market for compartments, capacity and fast cooling.

Sturdy construction, beautifully streamlined. Stainless steel lids and tracks. Fits any bar. Built in three sizes: 6 ft., 18 cases; 7 ft., 21 cases; and 8 ft., 24 cases capacity. Three cases of 12 ounce bottles to each compartment.

CASH IN on the "hottest" money maker in the industry. The beverage cooler sensation of the year. Some territories still available.

IDEAL BEER COOLER CO. 1500 No. Broadway, St. Louis, Mo.
Manufacturers of all kinds of Liquid Coolers

Ranco
CONTROLS
PREFERRED
5 to 1

RANCO—five to one! That's the ratio that tells the story. Five out of six refrigerator thermostat replacements are Ranco controls. And in some markets the ratio is as high as ten to one!

There is a Ranco jobber near you with a complete stock of Ranco controls. Rely on him for dependable replacements that mean quick easy work—complete customer satisfaction—and profits you can carry to the bank!

Ranco INC.,
Columbus, Ohio, USA

Prize-Winning Letters From Salesmen Tell How Water Heaters Are Sold

NEW YORK CITY—A 10-point sales talk on the advantages of modern hot water heating, a detailed plan on finding and classifying prospects, and a "use the user" method of sales closing won for their utility-salesmen writers the three \$10 prizes offered for letters during March on "How I Sell Electric Water Heaters" by the National Electric Water Heating Council of the Modern Kitchen Bureau.

The three prize-winners for March letters were Edgar H. Dowson, Hamden, Conn., a salesman for

United Illuminating Co. of New Haven; Patrick Lago, St. Lawrence Utilities, Ogdensburg, N. Y.; and Milton R. Whipple, Public Service Co. of New Hampshire, Manchester, N. H.

Best-letter prizes of \$30 will be awarded by the water heating council monthly for the balance of the year, with an additional \$100 awarded to the writer of the year's best letter.

Mr. Dowson's 10-point sales presentation follows:

"1. MODERN. Permanent, newly

styled and beautifully designed with a lustrous white finish. Its cleanliness adds dignity and makes it appropriate in the kitchen or basement recreation room.

"2. FAST. Accelerated to meet present day requirements, it gives you plenty of hot water at the "just right" temperature. Automatic 24-hour convenience. Nothing compares with the luxury of plenty of hot water . . . when you want it.

ECONOMY STORY

"3. ECONOMICAL. Hot water is produced in quantity and stored at high temperatures for hours . . . days if necessary. Electricity is the only fuel that can be 100% automatically controlled—to save you money. Long life electric heaters are immersed right in the water, so that every bit of heat generated is transmitted directly to the water. They heat the water . . . nothing else; perfect assurance of economy and maximum efficiency.

"A scientific curved baffle minimizes mixing of hot and cold water, saves electricity, and provides an almost capacity-draw of hot water from the tank. The thermostats keep the temperature at just the point desired and electricity is only used when the supply of hot water drops below this point. A special heat-trap prevents wasteful recirculation. There are no flues to carry heat away; no waste because of incomplete combustion.

"4. CLEAN. Electricity is the cleanest fuel on earth. All ashes, soot, smoke, and odor are kept in a powerhouse miles away. The finish is as easy to clean as a china plate, and creates a permanent feeling of fresh wholesomeness. Think of the saving in cleaning time and effort . . . in repapering and redecorating expense.

"There is no unsightly flue, because there is no combustion. No conspicuous pipes or connections; no muss or fuss.

SIMPLICITY ARGUMENT

"5. SIMPLE. It is completely automatic and attention-free. This means that an Electric Water Heater is absolutely dependable. Once installed in the home it can be, for all practical purposes, forgotten. There is nothing to remember—nothing to forget—no guesswork. Hot water makes 'running the household' simpler; eliminates worry.

"6. ACCURATE. Efficient thermostats turn the electricity on and off automatically. The water can't overheat . . . never gets too cold. If not used the temperature will drop approximately only 40° in three days—say from 150° to 110°—still too hot for bathing.

"7. COOL. The thick wall of insulation—moisture, vermin and rot-proof—holds the heat at work inside the tank; keeps operating costs at a minimum. The tank is always cool to the touch . . . 'cool as a cucumber' in your kitchen. No radiation on hot summer days to add exhausting heat and discomfort.

HEALTH WARNING

"8. HEALTHFUL. Puts an end to fume-laden, burned-out, vitiated air, which results in headaches, physical discomfort, and loss of energy. Electricity does not consume precious oxygen needed for perfect health and vigor. Keeps air pure, wholesome, and fresh. By erasing all need for thought and worry, endless steps and continuous cleaning, fatigue and care for forgotten . . . a very practical beauty aid to the housewife.

"9. SAFE. Does away forever with the hazards of open flames, leaky pipes, faulty flues, matches, and burst pipes. Children can play safely near an electric water heater. There are no dangerous fumes, no flames to harm or burn them—no switches or valves to attract their curious minds and hands.

"It pays to sterilize dishes, silver, and glasses with HOT WATER and prevent spread of colds, influenza and other sicknesses. An owner can go away for the weekend and forget the water-heater . . . it gives peace of mind.

'TIME-SAVING' CLAIM

"10 TIME-SAVING AND CONVENIENT. A constant, adequate supply of hot water is provided without going near the heater—at a turn of the faucet, day or night, all the year around. An efficient electrical servant to serve you so faithfully is worth infinitely more than the moderate electricity cost.

"Modern equipment adds more to the resale value of your home than just the intrinsic cost of your electrical appliances."

"The first thing I do to sell electric water heaters," Mr. Lago writes, "is to go through our meter books and pick out all customers that use enough electricity that would put at least half of the amount used by the water heater on our low rate; by this I mean all customers using 150 kw. or more per month.

"I have prepared two sets of letters which I send to these customers, telling them of our rate, and how they can obtain an electric water heater at a very low cost, and whom to call on if they have any water heating problems. These letters are sent out about seven days apart. I next pick out a colorful broadside telling them about a certain heater and how the heater looks, and this broadside I mail after the customer has received the second letter.

HIS LETTERS ANSWERED

"Ten per cent of the people I have sent letters to answer my letters, asking for more information about these heaters, and these people are the ones I call on first. They are prospect list number one. The first thing I tell the customer is how lucky she or he is, because only a few of our customers are able to obtain electricity for water heating, as they are already using enough to get our special rate.

"Of course, the first question the customer will ask is: 'How much is it going to cost me for hot water per month?' And to this I answer: 'Well, how many gallons of hot water does your family use per month?' Always the answer is 'I don't know' or 'haven't any idea how much we use.' So now we are on even terms, and I then tell the customer the story on hot water.

"I have with me a complete list of all customers who are now using electric water heaters, and also their load per month, and I ask this customer to look this list over and no doubt she or he will know some of these people. I have permission from these customers to use their names when trying to sell water heaters.

USES USER LIST

"From this list I point out to this customer those families that have the same number of people in as her family does, and I tell her about what their bills are.

"Now, I have been selling hot water service, and as yet did not have to say very much about the heater itself, outside of how the heater operates and why it will do as I say. That is why I show the customer this list—to prove that I am telling her facts.

"Prospect list number two is composed of all homes in my territory that have been insulated. These homes are all good prospects, because they find that after their homes have been insulated they do not get all the hot water they got before, so something is wrong with their hot water supply. I also have a special letter I send to all these homes, and I have gotten a very high percentage of replies asking me to call on them.

"List number three is all remaining customers who have received my letters, and I get to them as quickly as possible.

INVESTIGATES PROSPECTS

"Before I call on any prospect I get all the information I can about the family, such as number of people in family, amount of electric bill now, type of family, amount of money earned in family, and who has the final say when buying anything—husband or wife; do they own or rent their home; and what other electrical appliances they now have in use; what type heater, if any, they are now using, and what fuel. In other words, I never call on any family until I have had time to get this information and when I get this information, it is much easier for me to sell this electric water heater.

"This method of selling electric water heaters has helped me to sell over 50 heaters in the last two years, and of course I use one myself."

LEARNED ON FIRST CALL

"I learned my most helpful tool in water heater selling from my first heater call," Mr. Whipple says. "I was calling on Mrs. T, and after having discussed the many advantages of a ready supply of hot water

and of the electric heater in particular, Mrs. T asked me whether or not there were any installations in town.

USER SOLD PROSPECT

"I mentioned several, and suggested that we call a few people on the phone and get some actual information from first hand users. Mrs. T picked out a user from my list, and I called her on the telephone. After identifying myself, I asked her how she liked her water heater, and her reply was so enthusiastic that I asked her to talk to Mrs. T, with whom she was well acquainted. She said she would be glad to.

SOLD BY PROXY

"Mrs. T took the phone, and they talked for 15 minutes. When she finally hung up, I had the contract ready, and passed it to her without saying a word. She read it over and signed.

"I have used this method several times since, and although they haven't all been quite as easy as Mrs. T to close, I have had very good results from it as a whole. I have found that the user of an electric water heater is the best sales argument I can use to close a sale with."

2 New Appliance Groups Organized In Nema

CHICAGO—Two new groups, one representing electric roaster manufacturers and the other manufacturers of electric mixers, have been organized to operate under the domestic appliance section of National Electrical Manufacturers Association.

Represented in the electric roaster group are General Electric Co., National Enameling & Stamping Co., Swartzbaugh Mfg. Co., and Westinghouse Electric & Mfg. Co. T. E. Fajen, of National Enameling & Stamping Co., was named chairman of the group, and possibilities of a cooperative promotional drive on roasters were discussed.

In the new mixer group are Chicago Flexible Shaft Co., General Electric Co., Hamilton Beach Co., Hobart Mfg. Co., and Westinghouse Electric & Mfg. Co. F. S. Tuerk of Hamilton Beach Co. was named chairman of the group.

Detrola Introduces New Broadcast Converter

DETROIT—Detrola Corp. has recently put on the market the No. 207 Detrola converter, designed to convert standard broadcast receivers to all-wave sets for hearing police and foreign broadcasts.

Covering from 25 to 63 megacycles (4.75 to 12 meters) the converter is said to equip the ordinary receiver for all ultra high frequency broadcasting, police calls, and 30 and 60 mc. amateur bands.

Multiple switch automatically connects the antenna to the converter or receiver. The unit is said to be highly sensitive, even when used with only fair sets. It has three metal tubes and a pilot light, planetary reduction drive, is six inches wide and about five inches high, and weighs three lbs. List price is \$12.

OPPORTUNITY FOR MANUFACTURER

of condensing units, expansion valves or coils, etc., to get into field with but one competitor. Market scarcely touched with present potential, at least \$500,000 annually. Broad patent coverage just granted. This is a high class and highly profitable proposition. Only well rated nationally known concerns will be considered. Reply to Box 1047, Air Conditioning & Refrigeration News.

For Information on Motors FOR ALL TYPES OF Air Conditioning and Refrigeration Equipment

WRITE TO

Wafer Electric Corporation

4441 PLYMOUTH AVE.

ST. LOUIS, MO.

TEMPRITE
INSTANTANEOUS
BEER and WATER COOLERS

Detroit Michigan

Seventy
Fifty
sides
BRUN

THE BUYER'S GUIDE

THE NEW ECON-O-COOLER

KOCH REFRIGERATORS
NORTH KANSAS CITY, MO.



A spacious new walk-in cooler that operates at a lower cost than was ever before thought possible. Every day a Koch Econ-O-Cooler will cut down overhead and expenses. It has greater capacity, longer life, and more efficient refrigeration.

The Econ-O-Cooler is only one of a number of standard Koch products. There are 108 standard models in the vast Koch line, including display cases, coolers, vegetable cases, and refrigerators for meats, bottled goods, flowers, bakery items, dairy products, etc. There is a Koch product to fill every need.

TYLER WELDED STEEL REFRIGERATORS

A COMPLETE NEW LINE FOR 1938

Fastest selling line ever offered to the trade. Completely covers the field. Pace-setting values in Top Display and Double Duty Cases—6, 8, 10 and 12 foot lengths... Two shelf cases... Delicatessen cases... Reach-In Boxes... Walk-In Coolers. All streamlined with striking modern beauty and engineered with latest improvements.

With this new Tyler line of commercial refrigerators you can step out ahead of all competition. Write today for free literature and attractive dealer proposition.

TYLER FIXTURE CORP. Dept. R, NILES, MICH.
NEW YORK OFFICE, 801 W. 20th St.
CHICAGO OFFICE, 1083 W. Ogden Ave.

HEALTH WARNING

"8. HEALTHFUL. Puts an end to fume-laden, burned-out, vitiated air, which results in headaches, physical discomfort, and loss of energy. Electricity does not consume precious oxygen needed for perfect health and vigor. Keeps air pure, wholesome, and fresh. By erasing all need for thought and worry, endless steps and continuous cleaning, fatigue and care for forgotten . . . a very practical beauty aid to the housewife.

"9. SAFE. Does away forever with the hazards of open flames, leaky pipes, faulty flues, matches, and burst pipes. Children can play safely near an electric water heater. There are no dangerous fumes, no flames to harm or burn them—no switches or valves to attract their curious minds and hands.

"It pays to sterilize dishes, silver, and glasses with HOT WATER and prevent spread of colds, influenza and other sicknesses. An owner can go away for the weekend and forget the water-heater . . . it gives peace of mind.

'TIME-SAVING' CLAIM

"10 TIME-SAVING AND CONVENIENT. A constant, adequate supply of hot water is provided without going near the heater—at a turn of the faucet, day or night, all the year around. An efficient electrical servant to serve you so faithfully is worth infinitely more than the moderate electricity cost.

DISTRIBUTORS WANTED!

Write for details of Profit-making franchise. Complete PERCIVAL line meets every requirement of the modern food store.

Modern styling . . . Beautiful design . . . Outstanding construction . . . Economical operation! TOMORROW'S case, presented TODAY! Get the jump on other distributors by selling this modern marvel of electrical refrigeration. Its NEW style and NEW features give you exclusive selling advantages! NEW PERCIVAL FINANCE PLAN HELPS YOU SELL.

C. L. PERCIVAL COMPANY
DES MOINES IOWA
52 YEARS OF SERVICE 1886-1938

TIME-SAVING' CLAIM

"10 TIME-SAVING AND CONVENIENT. A constant, adequate supply of hot water is provided without going near the heater—at a turn of the faucet, day or night, all the year around. An efficient electrical servant to serve you so faithfully is worth infinitely more than the moderate electricity cost.

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Distributor-Dealer Doings

Continuous Exchange Of Price Schedules Helps Keep El Paso Business 'Clean'

EL PASO, Tex.—Continuous exchange of retail price schedules between members of the Refrigeration Bureau of El Paso to discourage false statements and eliminate misunderstandings is required by the bureau's code of trade practices.

Despite a market saturation of about 55%, sales of household refrigerators in this territory are satisfactory, mainly because of a growing replacement market, and the 20 dealers and distributors belonging to the bureau have been conducting business harmoniously under the code.

Outlook for the future in the refrigeration business is considered promising, because of the replacement market and the increasing number of homes being built by tourists who decide to settle here.

Dealers handle the retail business in El Paso proper, and distributors usually handle sales outside of the city and in the west Texas, Arizona, and New Mexico areas.

An annual refrigerator show is staged by the bureau in the large showrooms of the El Paso Electric Co. in the downtown area.

ALL ACTIVE ON CODE

The bureau's code grew out of a series of conferences among representatives of the wholesale, retail, and utility dealers of the city, and it has been accepted as the basis for further merchandising practices and principles, being subject to change, modification, and amendment.

Officers are elected for a term of one year at the first meeting in January of each year, and all dealers and distributors are eligible for membership. Regular meetings are held on the third Tuesday of each month, and the chairman may call special meetings.

Excerpts from the code follow:

ABOUT TRADE PRACTICES

"Members of the bureau agree to the following:

"That it is not good practice for any dealer or salesman to attempt to break down a sale or secure a contract from a customer who has definitely placed an order for an electric refrigerator.

"That derogatory statements concerning the financial standing of products of another manufacturer have a negative effect upon the prospect and may cause him to question the degree of perfection of all refrigerators. Therefore, derogatory statements are deemed unethical, unbusinesslike, and detrimental to the industry.

"To employ positive advertising and sales promotion methods which deal directly with the merits of the product being sold and that no reference shall be made, in printed

form or otherwise, with intent to depreciate any other make of refrigerator.

"To establish in the purchaser a clear understanding of the manufacturer's guarantee and service policy and to carry out the terms of such guarantee in a manner that will establish confidence in the refrigeration industry.

"That to discourage false statements and eliminate misunderstandings there should be a continuous exchange of retail price schedules. Each dealer shall file prices with the secretary of this bureau, and any change in prices shall be filed prior to the time which they are to be used. El Paso delivered prices shall be quoted. Cash and time prices shall be so marked. Any dealer who sells or advertises obsolete, damaged, or demonstrated refrigerators shall plainly so state in his selling talk or advertising.

PREMIUMS DISCOURAGED

"Premiums or free merchandise should not be offered to induce sales except when included in national selling plans of manufacturers, and such national selling practices should be discouraged.

"The maximum allowance on old ice boxes shall be as follows:

"\$5 allowance on an old ice box on the purchase of an electric refrigerator whose cash delivered price does not exceed \$150. On all refrigerators selling for more than \$150 the maximum allowance shall be \$10.

"That members agree not to rent new refrigerators.

"To make a charge over and above the retail price when required to install one or more convenience outlets.

"That distributors and dealers should consult former employers before employing a salesman with previous refrigeration experience.

"That distributors and dealers shall not permit salesmen to share their commissions with customers, nor furnish wiring or outlets free to customers.

MINIMUM TERMS

"The minimum finance charge shall be 6% for each year, and a fraction thereof shall be at the rate of $\frac{1}{2}\%$ on the unpaid balance. Up to 90 days shall be considered cash.

"A definite and fixed discount for all apartment houses and hotels shall be determined by the total number purchased. Deliveries under this discount agreement shall be made within a period not exceeding six months. Discounts are as follows:

"One unit—net price; two to four units—5%; five to nine units— $7\frac{1}{2}\%$; 10 units or more—10%."

Ruiter Heads Passaic Electrical League

PATERSON, N. J.—R. A. Ruiter was elected president of Passaic County Electrical League at the group's recent monthly meeting. P. W. Fields was named vice president to represent the dealer group in the league.

Other officers elected were: A. T. Bennett, treasurer; B. J. Kopp, secretary. Executive committee members elected were: Just Justesen, Roy Grubill, F. J. Greenly, B. P. Middleton, George Joutras, C. D. White, A. Feldman, and E. A. Delaney.

Refrigerators & Radios Promoted By Tuning In 'March Of Time'

ENCINITAS, Calif.—By inviting customers to the store to listen to the Electrolux "March of Time" program over a new high-fidelity radio, Alfred Green, head of the Home Appliance Store here, is tying up his sales appeal on radios and refrigerators in a highly effective manner.

Due to peculiar local conditions, only the best radios are able to produce clear reception of the Los Angeles station through which the "March of Time" program is handled on the Coast. So Mr. Green saw an opportunity to capitalize on that fact in two ways.

By inviting people to the store to hear the program, he paved the way for an effective conversation regarding refrigerators. At the same time, he had a fine opportunity to show listeners what new model radios would accomplish even in this poor reception locality. The same idea, he believes, could be used effectively to tie up other national radio advertised merchandise with radio reception.

Invitations are extended by letter, primarily to lists of old radio owners. By keeping a sales and service list, this store knows exactly what equipment old customers have and what kind of working order it is in.

Mr. Green also has done an effective job in dramatizing his merchandise in window displays. For instance, when the new models come out each season, he has a window "unveiling." The window glasses are painted white several days beforehand and lettered, first with teaser signs and later with signs stating when the new models will be on display. On "unveiling" day, the new model is put in the window behind a black drape, the drape being removed at a time which has been advertised.

On other occasions, windows have been "whited out," and nothing but peepholes left open on either side. Curiosity makes a large percentage of the passers-by stop to see what the window contains—even people who ordinarily pay little or no attention to windows.

Still another effective window "prop" used by this progressive small town store is a turntable. Several times a year, refrigerators and other appliances are placed on a revolving stand operated by a small electric motor. The equipment costs very little to build, and the attention value provided by the element of motion has proved very worthwhile, Mr. Green says.

Comerford, Comins Join Electrolux Distributor

DETROIT—William Comerford and James Comins have been added to the staff of Specialties Distributing Co., Electrolux distributor in this territory, to supervise operations of the distributorship's gas refrigerator dealers in the metropolitan Detroit area, according to Leonard Turnbull, president.

Both men formerly were connected with the Electrolux sales department of Consumers Power Co., one being stationed at Lansing and the other at Mount Clemens, Mich.

Dayton March Sales Off 41% From Last Year

DAYTON, Ohio—Sales of electric refrigerators in Dayton during the first quarter of 1938, as reported by 66 dealers, were 36% below sales made during the same period of 1937, as reported by 69 dealers.

Sales during March of this year were 41% below March, 1937.

Indianapolis Distributor Holds Open House

INDIANAPOLIS—Specialty Distributors was host to 200 Crosley refrigerator dealers and salesmen at a sales meeting and open house celebration recently. Paul D. Cave, president and general manager of the distributing firm, was in charge of the meeting. He was assisted by Paul Raymann, Fred Ahrbecker, Harold Brewer, and J. T. McGuire.

THE BUYER'S GUIDE

OUR MASTER LINE

MASTER 4	\$6000
MASTER 5	\$7000
MASTER 6	\$7500

F. O. B. New York



OF REFRIGERATORS

EXTERIOR—High temperature baked DuPont Dulux;
INTERIOR—Acid Resisting Porcelain on Arco Iron; 16-Point Temperature Control—Large Ice Capacity—Automatic Reset Electric Cutout—No fuse; Famous "Life-Time" Current-Saver—Compressor Unit—Double Depth Freezing Space—Round Bar Shelving; Crystal Defrosting Tray; Attractive Striped Evaporator Door; Electric Light.

FEDERAL REFRIGERATOR CORPORATION ■ 57 EAST 25TH STREET NEW YORK, N.Y.

THE NEW 1938 C-B KOLD-O-MATIC

Display Cases & Refrigerators Fulfill Constantly Increasing Demands For

- MORE DISPLAY
- MORE EYE APPEAL
- PROPER TEMPERATURE
- PROPER HUMIDITY
- PROVEN CONSTRUCTION
- PROVEN QUALITY

EXCLUSIVE TERRITORIES AVAILABLE FOR QUALIFIED DISTRIBUTORS

THE CINCINNATI BUTCHERS SUPPLY CORPORATION CINCINNATI, OHIO



Strip those doors with Pi-R Seal and stop leakage of cool air, warm air, noise and dust.

Pi-R is easy to attach. If and when the rubber deteriorates, it is renewable without tools, in a jiffy! Nothing seals like rubber!

Thousands of feet already in use. Distributors in the principal cities. Some territory still open.
G. W. GAIL, Inc.
Industrial Bldg., Baltimore, Md.



LIFETIME GUARANTEED VISION!
ANOTHER EXCLUSIVE FOGEL FEATURE

Famous Fogel Lifetime Vision—known all over the world—means permanent assurance of perfect display facilities through three layers of ABSOLUTELY CLEAR WHITE GLASS hermetically sealed in rubber—certain protection against fogging or sweating between glasses. Removable display glass unit permits rapid replacement in event of breakage at a fraction of ordinary costs. No tearing out front of case—no rebuilding. Every case in the Fogel "one quality" line has this feature, a source of lasting satisfaction to dealer and consumer. Inquire today about our full line of refrigerated food storage and display equipment. Interesting distributor proposition to qualified firms.

FOGEL • REFRIGERATOR COMPANY SINCE 1899



SHERER

"VEGETAIRE" meets every requirement for Refrigerated Produce Display. One or more belongs in every market handling produce in your territory.

Equipment and Compressor Sales go together. Sell both on one contract.
The Sherer Franchise Offers:
COMPLETE LINE OF CASES, COOLERS AND BOXES.
NEW EQUIPMENT constantly under development, opening new fields for compressor sales.
LAYOUT DEPARTMENT—layouts for store modernization program without obligation.
ADVERTISING—Sherer Equipment advertised by mail and in leading trade publications.
Write for catalog and franchise details, mentioning territory desired.

"VEGETAIRE" can and does pay its own way by increasing your customers' sales... eliminating spillage and shrinkage!



SHERER-GILLET CO. • MARSHALL, MICH.
Manufacturers of Refrigerated Display and Storage Equipment



BUNDY TUBING
Copper-Brazed Steel. Copper Coated Inside and Out. Sizes: $\frac{1}{8}$ " to $\frac{3}{8}$ " O.D.
BUNDY TUBING CO., DETROIT



Welding Electrode Produced For Stainless Steel

MILWAUKEE—A new electrode, "Smootharc Harstain," designed for welding chrome-nickel stainless steel, has been announced by Harnischfeger Corp.

Manufactured in sizes of from $\frac{1}{32}$ to $\frac{1}{4}$ inch in diameter, the electrode is available in standard lengths of 12 inches. Its base metal contains 19% chromium and 9% nickel. Carbon content of the base wire is below .08% for high resistance to corrosion, and columbium is added to prevent carbide precipitation, the company announces.

New Relay Is Marketed By General Controls

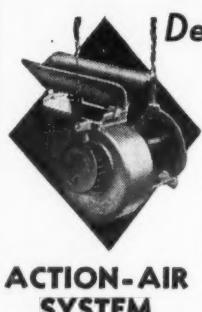
CHICAGO—General Controls Co. has announced a new relay, said to be capable of handling single phase motor loads up to 1 hp. and heating loads up to 1.5 kw.

Listed as the "General RS 100," the new relay is designed to meet the needs of the automatic heat, refrigeration, and air-conditioning industries.

Relay is two-wire, normally open, and has double break contacts. An extra terminal for supplying power to wall clocks, indicating lamps, or small sensitive relays is featured.

THE BUYER'S GUIDE

Detect This Trouble and You Discover a SURE SALE and NEW PROFITS!



ACTION-AIR SYSTEM

Trouble in the cooler! Dead air spots and freezing zones are impeding foods . . . Humidity, too high or too low, is causing still more grief . . . That's the time for the Service Expert to recommend—demonstrate—install Action-Air System.

THE BROWN CORP., 616 Bellevue Ave., Syracuse, N.Y.

MELCHIOR, ARMSTRONG, DESSAU CO.

300 FOURTH AVENUE

NEW YORK, N.Y.

Refrigeration • Heating Air Conditioning

PROMPT SHIPMENT FROM LARGE STOCKS FOR THE RUSH SEASON

REFRIGERATION and AIR CONDITIONING PARTS*



The HARRY ALTER CO., 1728 SO. MICHIGAN AVE., CHICAGO, ILL.

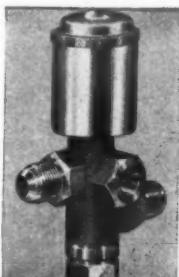
AMINCO No. 881 Constant Pressure Valve

Two Temperature

Automatic

Shuts off Tight

Ideal for Multiple Systems



For controlling differing temperatures in two or more evaporators operating from a common suction line to a single condensing unit. Especially applicable for use for the small coils which are connected to large compressors in multiple systems.

Shuts off tight when coil pressures are low and automatically opens the required distance to permit slow escape of gases when pressure rises to pre-determined setting.

Made in Two-way (No. 881) and Three-way (No. 679). Also furnished in a new design to operate from 10" vacuum to 40 lbs. pressure.

At your favorite jobber.

AMERICAN INJECTOR COMPANY
1481 Fourteenth Avenue DETROIT, MICHIGAN

Engineering

Henry Valve Produces Line Of Pressure-Sealed Dryers With Choice Of Five Dehydrants

CHICAGO—Henry Valve Co. has just put on the market a new line of "Abso-Dry" pressure-sealed dryers for refrigeration and air-conditioning systems using Freon, methyl chloride, sulphur dioxide, and other refrigerants. The dryers are available in a complete range of capacities, fitting sizes, and with choice of dehydrants to fit various installations.

By means of an exclusive manufacturing process, the company claims the new dryers provide a positive means of indication that no absorption of moisture has taken place between the time of manufacture and installation. When a seal cap of the dryer is removed, prior to installation, there is a "hissing" sound, caused by the escape of dehydrated air, indicating that the dehydrant is absolutely dry.

Choice of any one of five dehydrants is available with the dryers: activated alumina, Drierite, barium oxide, calcium oxide, or anhydrous calcium chloride. Two smallest types of dehydrators are intended only for household or with the smallest sizes of commercial systems. Other types of dryers are designed to handle requirements of systems of larger tonnage.

The dryers are divided into three classes: dehydrators, dehydro-strainers, and dehydro-tectors. The dehy-

dra-strainer is a combination dryer and strainer, having the dehydrant located inside a felt sack, supported in turn with a fine mesh screen cylinder. This is designed to prevent escape of small particles into the system.

The dehydro-tector, an exclusive Henry product, is a combination of dryer and liquid indicator, having a sight port for determining the sufficiency of refrigerant in a system. Gas bubbles passing under sight port glass indicate a shortage of refrigerant, and the sight port is capped to provide an additional seal, and to prevent breakage of the glass.

Features of the dryers include a perforated dispersion tube, connected to the inlet port, which exposes the entire volume of dehydrant to penetration by the refrigerant and is said to result in maximum drying efficiency with minimum pressure drop.

Another feature claimed for the dryers is the compression spring, which is said to maintain a uniform tension in the dehydrants at all times, compensating for changes in volume and minimizing the formation of fine particles caused by friction between granules in shipment or during use.

The new line of dryers is illustrated and described in catalog No. 73, just issued by the company.

New Government Study Gives Data On Available Water Supply & Temperatures For Major Cities

(Concluded from Page 1, Column 2) current demand. Obviously, any effort to sell air-conditioning equipment designed to draw its water supply from city sources will fail in such communities, since it will be impossible to obtain the necessary water service, or to obtain it only under such regulations or at such cost as would make selling difficult, if not impossible.

Through the report, the manufacturer or distributor should be able to single out: 1. Those cities without an adequate supply of water, and direct his immediate attention to the marketing of water-conserving equipment; 2. Those cities now having an ample supply of water, but in which sales of some types of equipment are likely to be hampered either by the inadequacy of the city's delivery system, sewerage disposal system, or other handicaps.

Discussion of the city water facilities and sewerage problem is taken up in six sections, with five extensive tabulations covering various statistical phases of the situation.

Table 1 shows detailed figures on available water supply by cities, for U.S. cities of more than 20,000 population; Table 2 covers total annual delivery of water and per cent of annual change in these cities for the period 1931-1936, inclusive; Table 3 gives figures covering the service capacity of present water works systems in the cities studied, as of Jan. 1, 1937; Table 4 gives such detailed information concerning the operation of water-using air-conditioning installations as was available in city records at the time of the survey.

Table 5, showing temperature of water at main outlet and the normal mean temperature for selected months, has been compiled for reference purposes because of the importance of temperature factors of both air and water for many types of industrial, commercial, and household activities.

This last table may be used by air-conditioning engineers in estimating the potential tonnage of refrigeration units which may be installed in individual cities for service from present facilities, and may, therefore, serve as a basis for a direct qualifying measure of the potential market in individual communities.

Temperature figures also are of importance in forming a basis for estimating the volume of water necessary for cooling purposes in any

given size of equipment operating with water as a cooling agent.

Copies of the study may be obtained at 10 cents each from the Marketing Research Division, Bureau of Foreign & Domestic Commerce, Washington, D.C., or from any branch office of the bureau located in commercial centers throughout the country.

Holleran Warns Cities To Collect Data

WASHINGTON, D.C.—Lack of authoritative information on water supply or disposal facilities, or both, is handicapping installation of water-using equipment for industrial or commercial purposes in many American cities, asserts O. C. Holleran, chief of the industrial marketing unit, Bureau of Foreign and Domestic Commerce.

Responsible authorities of a great many communities have "remarkable lack of knowledge of actual conditions," he said, discussing the Department of Commerce's current study of water supply and disposal in cities of more than 20,000 population.

"This question of the causes of increased water use is sufficiently serious to justify every water department in setting up some plan for keeping accurate records of the purposes for which water is consumed, lest they find themselves blaming one cause for shortage when actually the trouble lies elsewhere."

"The danger of over-demand from air-conditioning equipment, which appeared so very serious a year ago, has been markedly reduced, largely due to the fact that practically all the air-conditioning equipment manufacturers have produced water-conserving equipment, and are putting considerable stress on such equipment in preference to the free use of water."

"Furthermore, the development of the room cooler, which uses no water at all, is tending to replace, to a great extent, the very small residential and single-office type of water-using equipment. I believe new installations are showing a greater and greater percentage of non-water using equipment than of the other type."

Howard Is Manager Of F-M Plant

BELOIT, Wis.—A. C. Howard, assistant general manager of the Beloit plant of Fairbanks, Morse & Co., has been named general manager of the plant, according to A. E. Ashcraft, vice president in charge of manufacturing for the company.

Charles B. Morse III, who had formerly been with the company for 19 years and was recently president of a Kansas City utilities company, has been named assistant to Mr. Howard. Mr. Ashcraft will devote his time to supervising manufacturing operations at all of the company's plants.

Efco, Inc. Constructing A \$40,000 Plant

HOUSTON, Tex.—Organized two months ago for the manufacture of atmospheric cooling sections and heat exchangers, Efco, Inc., is building a \$40,000 plant at 3511 W. Eleventh St. here. The site is two acres and is located near the Missouri, Kansas, and Texas railroad line.

Officers of the firm are E. P. Dillman, president; Cyril S. Birch, vice president, and Edward E. Dillman, secretary and treasurer.

Lockwood Appointed Western Manager For Fluid Heat

BALTIMORE—Charles N. Lockwood has been appointed Western manager for the Fluid Heat organization.

During the past eight years, Mr. Lockwood has been sales manager of Nu-Way, and served the industry as president of the Oil Burner Institute during 1937.

REFRIGERATION QUALITY ISO-BUTANE IN 100 LB. CYLINDERS

Available for prompt shipment from our large warehouse stock.

WRITE OR WIRE US FOR OUR LOW NET F.O.B. PRICES

CONSERVATIVE GAS CORP.
1084 BEDFORD AVE. BROOKLYN, N.Y.

AIR CONDITIONING

"A RELIABLE SOURCE FOR THE TRAINING YOU REQUIRE . . ."

We have met the demand in every respect for the proper training of men for the AIR CONDITIONING and REFRIGERATION industry.

Superb equipment in more than 9000 sq. ft. of laboratories and classrooms. Practical study that gets results! Not a correspondence course.

EMPLOYERS ATTENTION!

Call on us for the men you need! Our files of competent men are available. No fees to either employer or employee.

REFRIGERATION TECHNICIANS INSTITUTE

244 WEST 14th STREET NEW YORK

MOST Convenient

A HANDY SIZE FOR

EVERY NEED

And Refri-

Smooth inside

ANSUL SULPHUR DIOXIDE

METHYL CHLORIDE

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CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00, additional words four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

POSITIONS AVAILABLE

FACTORY FIELD service supervisor with home appliance experience. Give complete information regarding experience, education, references and personal information. Sell yourself in your first letter. Box 1048, Air Conditioning & Refrigeration News.

POSITIONS WANTED

REFRIGERATING ENGINEER with executive supervising experience desires connection with responsible concern. Experienced in research, designing, developing, laboratory testing and factory production of refrigerating and air conditioning units. Has thorough knowledge of compressor design for household and commercial use, both open and hermetic, using sulphur dioxide, methyl chloride, Freon or ammonia. Box 1049, Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

MAKE MONEY by selling the Ehrlich line of refrigerator cases, walk-in coolers, refrigerators and compressors to meat markets, grocers, etc. Complete financing arrangements. Write or see EHRLICH REFRIGERATOR MFG. CO., St. Joseph, Mo.

EQUIPMENT WANTED

WANTED FOR CASH 1,000 GE and Westinghouse defective units. All models. We want to rebuild these so as to have a stock on hand to take care of immediate shipments to our customers. Advise models you have and price. G & G GENUINE MAJESTIC REFRIGERATOR AND RADIO PARTS SERVICE, 5801 Dickens, Chicago.

EQUIPMENT FOR SALE

LARKIN BEER Coolers—30 repossessed Larkin dual control beer coolers. All models from 2 to 5 beer lines. Mostly 4 beer and 1 water models. All in per-

VIRGINIA QUALITY

- V-METH-L
- EXTRA DRY
- ESOTOO
- METHYLENE CHLORIDE

VIRGINIA SMELTING CO.
W. NORFOLK, VA.

MASTERCRAFT

ADJUSTABLE PAD AND CARRYING HARNESS
The most efficient and economical equipment made for handling refrigerators safely and without scratching or marring. Pad is separate from harness and both adjustable to all styles and sizes of cabinets.

Efficient, sturdy, easily applied. Name of refrigerator attractively lettered on pad without charge.

Adjustable Pad, \$9.50 each.

Adjustable Harness, \$6.00 each f.o.b. Chicago.

Write for 1938 folder and pads for refrigerators, washers, irons, ranges, radios, etc.

Pat. Appl'd for

BEARSE MANUFACTURING CO.
2015-2025 Cortland Street, Chicago, Illinois

Anaconda Copper Refrigeration Tubes

Smooth as ice inside!

ANACONDA

THE AMERICAN BRASS CO.

FRENCH SMALL TUBE BRANCH
General Offices, Waterbury, Conn.

fect operating condition, repainted and reconditioned. Original list \$169.00. Price \$30.00 each, net cash, F.O.B. TRILLING & MONTAGUE, 24th & Walnut Sts., Philadelphia, Penna.

ISOBUTANE highest quality. Send your cylinders for refill. Price in lots of 100 lbs. 60¢, 80 lbs. 65¢, 50 lbs. 90¢. Smaller lots \$1.00 per lb. STANDARD REFRIGERATION CO. OF PITTSBURGH, 1148 Dohrman St., McKees Rocks, Pa.

FLOATS, CHECKS, Compressors—rebuilt and guaranteed. General Electric highside floats \$1.95; can also be used on Gibsons, Majestics (any sulphur job), comes with brackets for mounting. General Electric check valves with six inches of $\frac{1}{16}$ line on each end 95¢. General Electric rotary compressors, rebuilt, \$9.95 including flywheel. Can also be used on Norges and others: height $7\frac{1}{2}$ inches. General Electric 3 blade fans 25¢. General Electric bellows for G.E. switches 98¢. Kelvinator and Frigidaire $\frac{1}{2}$ H.P. compressors as is, but in good condition, \$5. Legs as is, 9" and 12", 10¢ each. Standard size defrosting porcelain pans 24¢. Mullins evaporators Gibson style (specify for dry or flooded system), 2 or 3 trays (less trays) \$2.75. INTERBORO, 350 Pearl St., Brooklyn, N.Y.

REPAIR SERVICE

DOMESTIC CONTROLS repaired: Ranco pencil \$1.75, Ranco box \$2.00, General Electric \$2.00, Tag \$2.00, Cutler-Hammer \$2.00, Penn \$2.00, Bishop Babcock \$2.50, Majestic \$2.50, Penn magnetic \$2.50, G.E. Frigidaire \$2.50. In business over 20 years. Our name is our guarantee. UNITED SPEEDOMETER REPAIR CO., INC., 436 West 57th Street, New York City.

GENERAL ELECTRIC and Westinghouse hermetic units rebuilt. Guaranteed unconditionally for one year and returned to you refinished like new. Units are entirely disassembled in our large modern shop, tested through every step of production during rebuilding with the most complete test equipment for accurate work, then subjected to exhaustive running tests under actual operating conditions. Each unit measures to exacting standards after rebuilding. Prices \$30.00 on General Electric DR-1, DR-2, and Westinghouse; \$35.00 on General Electric DR-3. Quotations furnished on other models. Quick service—guaranteed work. REFRIGERATION MAINTENANCE CORP., 365 East Illinois St., Chicago, Ill.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HALECETRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

100% SATISFACTION GUARANTEED—Hermetic rebuilding service. G.E.—Westinghouse—Majestic—U. S. Hermetic—etc. Our success in rebuilding sealed units is founded on these facts—10 years in the refrigeration industry—5 years' concentrated effort on hermetically sealed units. Customers in 37 states had hermetically sealed units rebuilt or exchanged by us in the past year. Complete factory equipment for precision rebuilding. One year guarantee on all rebuilt units. Exchange service available on most makes and models. Write for prices and descriptive literature. REX REFRIGERATION SERVICE, INC., 2226 S. State St., Chicago, Ill.

MAJESTIC UNIT Replacements—The only original direct factory Majestic replacements. Guaranteed 18 months in writing. All models \$30.00. Immediate delivery from our stock of 2,000 units. Also G. E. and Westinghouse rebuilding guaranteed 18 months from \$30.00 up. Largest rebuilders of hermetics in the world. G & G GENUINE MAJESTIC REFRIGERATOR AND RADIO PARTS SERVICE, 5801 Dickens, Chicago.

BUSINESS OPPORTUNITIES

I WOULD like to get in touch with a manufacturer interested in manufacturing an air conditioning unit, patent applied for. A compact machine, completely automatic, with all the essentials of air conditioning for summer or winter. Can be manufactured at a small cost. Would consider selling patent outright or on royalty basis. T. A. MILHOLLAND, 1524 Peyton St., Little Rock, Arkansas.

PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

QUESTIONS

Mohler Refrigerator?

No. 3252 (Refrigeration Service Company, Oregon)—Enclosed is self-addressed envelope and will you please answer by return mail the following question.

"Is the Mohler domestic refrigerator still being manufactured? I believe the Maytag Co. put it out—if it is not manufactured any more, please tell me when it was discontinued."

Answer: We have no record of a Mohler refrigerator and do not believe it is being manufactured at the present time. You might write the Maytag Co. at Newton, Iowa, for further information.

Addresses Can Be Found In Directory

No. 3253 (Dealer, Nebraska)—"We have received the May 4 issue of AIR CONDITIONING & REFRIGERATION News. There are several articles in the paper about the Gilfillan Bros., Inc., but we are unable to find their address in any part of these articles. Would you please give us the full name of this company and their address?"

Answer: Address Gilfillan Bros., Inc., at 1815 Venice Blvd., Los Angeles, Calif.

You will find such addresses and other valuable information in our new 1938 Refrigeration & Air Conditioning Directory. This is a 252-page book which sells for \$1.00 per copy.

The book is divided into seven general sections as follows: Manufacturers of Air Conditioning Systems and Equipment; Manufacturers of Commercial Refrigeration Equipment; Manufacturers of Household Refrigeration Equipment; Manufacturers of Parts, Materials, Supplies, and Accessories; Jobbers, Schools, Foreign Manufacturers, etc.; Index of Names including street addresses; and Alphabetic Index of Classified Products.

The arrangement, classification of products and the selection of names in this Directory has been made entirely from the viewpoint of the average buyer in the refrigeration and air-conditioning business. The book is an entirely new compilation from start to finish.

Descriptive Information On Locker Plants

No. 3254 (Manufacturer, Mich.)—"We are enclosing \$1 for which we ask that you kindly send us various articles that have appeared in your periodical on the subject of cold storage lockers, air conditioning and refrigeration.

"We are anxious to get in touch with the refrigeration people who have developed refrigeration for cold storage warehouses such as are being developed in rural communities for the storage of meat, vegetables, etc."

Answer: We have published a considerable amount of information in AIR CONDITIONING & REFRIGERATION News about the subject of locker storage plants.

Under separate cover, we are sending you three copies (June 16, Aug. 25, and Dec. 29, 1937, issues) and are holding the balance of your remittance for two special issues which we are planning to publish on locker storage (June 1 and June 8).

These special issues will contain a wealth of pertinent information on the locker storage field, and at the present time we are planning to publish a directory of manufacturers supplying the various types of equipment and material needed in locker storage work.

Wants To Repair a 'Whitehead' Unit

No. 3255 (Service Company, Massachusetts)—"Will you kindly tell me the name and address of the factory that made the 'Whitehead' electric refrigerator.

"At one time they were sold by one of the larger Boston department stores, and recently we have had several calls for service and need parts."

Answer: The Whitehead Co. sold out its refrigeration business to Kelvinator in 1932.

You might contact the service department, Kelvinator division, Nash-Kelvinator Corp., 14250 Plymouth Road, Detroit, for information about parts for this unit.

Market Index Of Trade-In Values

No. 3257 (Distributor, Ohio)—"In your April 13 issue on page 14, you have made mention of a used refrigerator index, published by the National Market Index of Trade-In Values for Used Refrigerators."

"We would like very much to get a copy of this book and would appreciate very much if you would tell us where we can order it."

Answer: You can purchase the "National Market Index of Trade-In Values for Used Refrigerators" from Herman Hantober, 96 Fifth Ave., New York, N.Y.

Who Makes the 'Wabash' Tool Line?

No. 3258 (Supply Jobber, North Carolina)—"Could you possibly advise us the manufacturer of refrigeration tools which are marked under the name, 'Wabash'?"

Answer: To the best of our knowledge, Wabash tools are manufactured exclusively for the Harry Alter Co., 1728 So. Michigan Ave., Chicago, Ill.

We do not know the name of the manufacturer.

THE BUYER'S GUIDE

You can make COILS with this new IMPERIAL tube bender!



No. 460-F Tube Bender

IMPERIAL Tube Benders

VALVES • FITTINGS • TOOLS • CHARGING LINES • FLOATS • STRAINERS • DEHYDRATORS

MILLS COMPRESSORS for Commercial Use

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"It's better to use ACME PRODUCTS than to try to compete against them."

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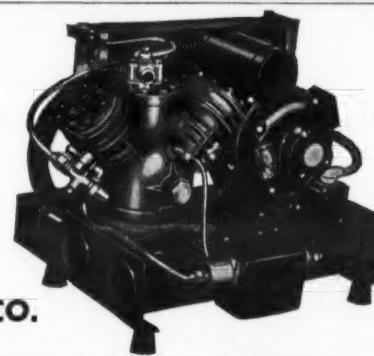
QUALITY-BUILT COMPRESSORS and CONDENSING UNITS

The CHIEFTAIN line represents precision manufacture and proven service, and is designed for all domestic and light commercial applications.

Sizes range $\frac{1}{6}$ to $\frac{1}{2}$ HP.

Write for prices.

TECUMSEH PRODUCTS CO.



The TWIST OF A SCREW DRIVER CORRECTS the WHOLE SCALE

When a thermometer or gauge has the patented Marsh "RECALIBRATOR", you simply turn the convenient RECALIBRATOR screw until the pointer is corrected at any point on the dial. The instrument is then correct at all points because the device compensates for the Bourdon tube and actually re-calibrates the instrument.

The Marsh line of thermometers, gauges and recorders cover all refrigerants, pressures, and conditions. Ask for the big catalog.

JAS. P. MARSH CORPORATION

2067 Southport Avenue, Chicago, Ill.

MARSH Refrigeration Instruments

DECORATIVE

There is an element of decoration in the gleaming brass of Commonwealth fittings which tends to brighten compressors and other refrigerating units but decoration, while pleasing to the eye, is naturally secondary to utility.

Always conscious of the function of Seepage-Proof fittings, Commonwealth has designed its entire line of flared tube fittings on the theory that "form follows the function" and the primary purpose of fittings is to be "Built Right to Stay Tight".

Commonwealth adds to the exacting machining of threads and tube seats on metal of precise formula, a concept of graceful contours concealing the rugged strength of each fitting. This beauty as decoration costs the buyer nothing. It is only one of many reasons why Commonwealth Fittings have been preferred by leaders of the industry from its very beginning.

Standard, Semi-Standard and Special Fittings in any quantity, promptly.

COMMONWEALTH BRASS CORPORATION

Commonwealth at Grand Trunk R.R.
DETROIT, MICH.

